

**Taiwanese Consumers' Purchasing Behaviours and Drivers of  
Horticulture Products: Based on Consumer Testing and Focus  
Group Discussions, as well as In-depth Interviews with  
Supermarket Managers**

**Full Report**

**Nielsen Taiwan**

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## Chapter 1 Research Background

As part of the federally funded project, Murray Darling Basin Regional Economic Diversification Program– “High Value Horticulture Value-chains for the Queensland Murray Darling Basin” (MDBREP) and the Department of Agriculture and Fisheries that is in partnership with Trade and Investment Queensland (Taipei office) are working in collaboration with horticulture growers and exporters from the Queensland Murray Darling Basin region. The goal is to develop, expand, and sustain Australia’s horticultural product exports.

As part of this project a successful trade mission, the research project “Taiwanese Consumers’ Purchasing Behaviours and Drivers of Horticulture Products: Based on Consumer Testing and Focus Group Discussions, as well as In-depth Interviews with Supermarket Managers”, involves in the following horticultural product tests in Taiwan:

1. Packaged salad vegetables: baby spinach, green lettuce, and red lettuce.
2. Root vegetable: Onion.
3. Leaf and flower vegetables: Celery, red cabbage, Chinese cabbage, and broccoli.
4. Nuts: Macadamia, pecans, and other nuts
5. Fresh juices: Orange juice and mandarin juice.

To facilitate Australian horticulture growers and exporters to develop and expand their market in Taiwan, the Department of Agriculture and Fisheries in partnership with Trade and Investment Queensland (Taipei office) have commissioned the research project, which aims to gain feedback on the purchase behaviours and drivers of existing and potential buyers of Australian horticulture products. Suggestions from consumers and supermarket managers both are included to get a full picture of Taiwanese consumers’ preference and expectation on horticultural products.

## Chapter 2 Research Objectives and Expected Outcomes

### Research Objectives

The research project objectives are to find out cooking behaviour and attitudes of consumers, as well as their purchasing considerations of horticulture products, focusing on the following items:

- Packaged salads
- Broccoli
- Onion
- Celery
- Chinese cabbage
- Macadamia, pecans, walnuts
- Fresh juices.

The research project also aims to find out answers to the following aspects:

- Attractions, triggers and barriers of purchasing Australian horticulture products
- Satisfaction with Australian horticulture products and the key factors driving said satisfaction
- Competitive strengths and weaknesses of Australian horticulture products in relation to competitors from local and overseas

### Research Outcomes

The research outcomes are expected to be as follows:

- Strength and weakness identification of Australian horticulture products in relation to competitors.
- Identifying triggers to purchase and re-purchase for the target products.
- Identifying barriers to the trial and repurchase of the target Australian horticulture products.
- Identifying new products or packaging opportunities in Taiwan.

- Obtaining ideas for product communication, packaging, and point of sale materials to effectively promote Australian horticulture products in Taiwan.
- Obtaining feedback on target products (sample provided) and import competitors (sample provided) in terms of product packaging, pricing, product quality, and taste.

## Chapter 3 Research Design

To make sure the answers could be find out from respondents, the design for the project is to invite end consumers, as well as wholesalers or in-store retailer managers of fruit and vegetables as the respondents.

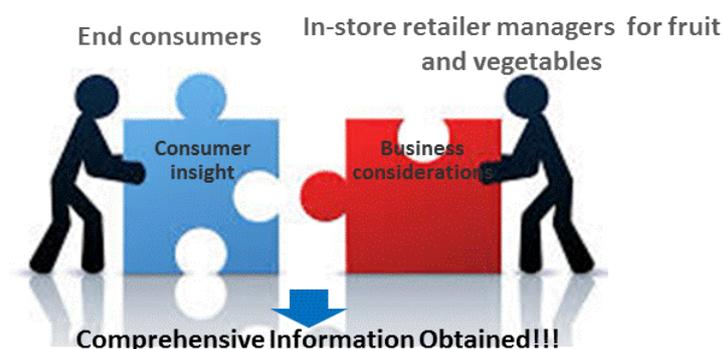
### End Consumers

End consumers provide insights for cooking, purchasing behaviours, and attitudes towards horticulture products. They also share their experiences with Queensland horticulture products and give feedback on how Queensland horticulture products perform comparing to competitors of such products.

Competitors of horticulture products include products supplied by either local farmers or foreign ones.

### In-store Retailer Managers

In-store retailer managers for fruit and vegetables are those in charge of product introducing in retailers. Not only do they consider the product acceptance in the market, but also do they take business benefits into account. Such conditions make them suitable for offering feedback on how to expand the market in Taiwan.



## **Research Methodology and Design**

Focus group discussions with end consumers and in-depth interviews of in-store retailer managers for fruits and vegetables are applied in this project.

### **For consumers: Focus groups and post-group tasks**

The design for the consumer research is the focus group discussion, with 8 respondents (participants) in a group and 3 groups in total. Two focus group discussions are in Taipei, and one is in Kaohsiung. Each group discussion lasts for 2 hours.

The groups are provided with product samples from Australia and other key import competitors, to fully understand consumers' feedback on the appearance and packaging of the products. Only nuts and juices are tested by consumers in the focus group discussion; the rest are tested by consumers after the discussion, which is known as the "post-focus group discussion test". Moreover, comparisons among other horticultural products include the aspects of taste or appearance, based on consumers' past experience.

The "post-focus group discussion test" means to give designed post-group tasks to the respondents (consumers), who have to answer designed questions and use these horticultural products to make dishes.

Furthermore, the designed questions include how consumers view these products before and after using them in making dishes. This means consumers have to evaluate the product performance in the real life scenario via cooking/ preparing meals at home.

### **For in-store retailer managers: In-depth interviews**

One-on-one in-depth interviews (IDI) are applied to in-store retailer managers. It aims to fully understand opinions and suggestions from them. Each IDI session is 1.5 hours.

The design for "in-store retailer managers of fruits and vegetables" focuses on those involved in the horticulture product supply chain in Taiwan, including

overseas ones. Additionally, qualified respondents ought to have experiences in the horticultural products supply chain, either from Australia or the US, to make sure they can provide more practical suggestions and opinions.

<b>Research Design</b>	<b>For End Consumers: 3 FGDs</b>		<b>For In-store Retailer Managers for Fruit and Vegetables: 4 IDIs</b>
<b>Region</b>	Greater Taipei	Greater Kaohsiung	Greater Taipei & Yi Lan
<b>Sample Size</b>	2 FGD	1 FGD	4 IDI
	16 respondents	8 respondents	4 experts (One of Carrefour, two of RT-MART and one of PX mart)
<b>Execution Period</b>	2016/12/26-27		2016/12/29-2017/1/10

### **Respondent Criterion Design**

The research areas are in greater Taipei and greater Kaohsiung; the respondent criteria of End consumers are designed as follows:

- Respondents are female consumers aged 28-45 years old. To make sure the result concludes main lifestyles of Taiwanese consumers, the groups are well mixed with those who are married with children and others without any.
- Respondents are those with cooking habits and would cook at least 5 times per week or more often.
- Respondents are required to cook for family members including the husband, the elderly, child/ children, and themselves. To fulfill the lifestyle mixing, among the 8 respondents in a group, it is necessary to include at least 4 or more respondents cooking for child/ children, as well

as 4 or more respondents cooking for themselves, their husband or elderly at home.

- Respondents have to be both purchasers and decision makers of the main food/ juice/ nuts in the family.
- Respondents are those who purchase household foods mainly in modern channels (such as supermarkets or hypermarkets), excluding those who purchase household foods mainly in traditional markets.

The reason for the criterion above is that horticultural products sold in traditional markets are not always (or often) packed or with product prescriptions, making consumers unable to clarify the origin of these products. Respondent criteria aforementioned allow the group to compose of consumers accustomed to viewing and shopping for imported food and horticultural products; at the same time, they may also figure out the differences between horticultural products from local farmers and overseas.

- All respondents are required to buy at least 2-3 target products in the following list within the past 6 weeks. For each focus group, all 10 products listed are to be covered. For each respondent quota, which equals to 2 to 3 products, the frequency of purchases ought to be at least 3 times for the vegetables and fresh juice, and, at least 1 time for the nuts in the past 6 weeks. The agricultural products included are as follows:
  - The lettuce, packaged salad, cauliflower, broccoli, onion, celery, carrot, and Chinese cabbage
  - Macadamia or pecans
  - Fresh fruit sap/ juice
- For each of her quota 2-3 products mentioned above, the shopping channel is limited in hypermarkets or supermarkets.
- Those rejecting to buy imported agricultural products are to be excluded.
- Respondents ought to be willing to spend a higher on agricultural products with better quality; consumers who rank prices or in-store

promotions as their top 3 considerations when purchasing agricultural products are to be eliminated.

### For in-store retailer managers: In-depth interviews

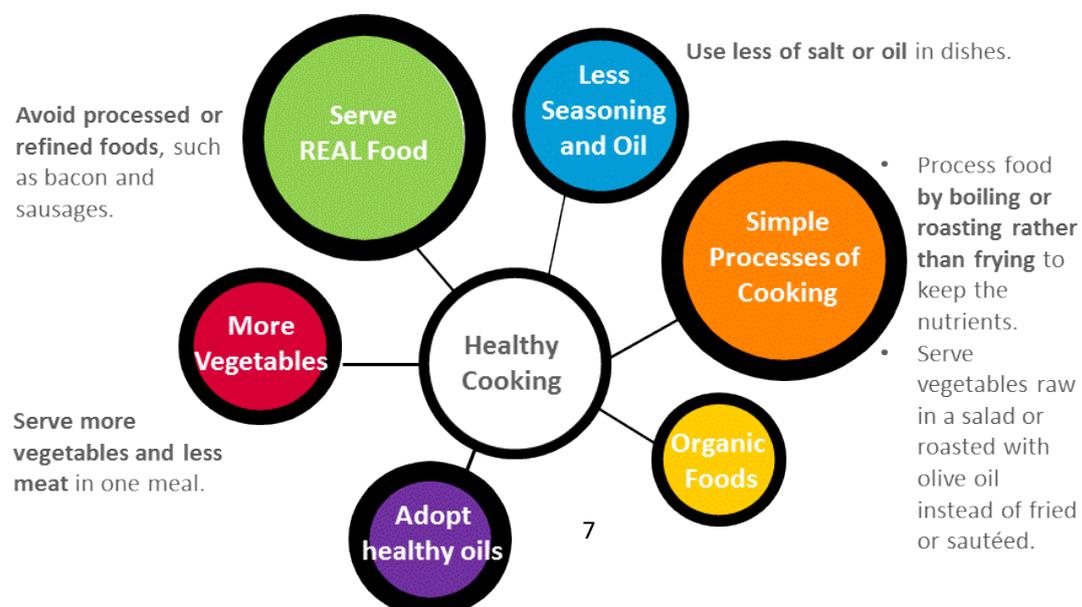
There are 4 managers. The details of managers are as the table below.

Title/ Dept./ Channel Brand	Name
Manager/ Dept. of Fresh Fruit and Vegetable / RT-MART	Ms. Kuo
Store Manager/ Ilan/ Carrefour	Ms. Lin
Manager/ Dept. of Fresh Fruit and Vegetable / PX mart	Mr. Chang
Store Manager/ Dept. of Fresh Fruit and Vegetable / RT-MART	Mr. Tseng

## Chapter 4 Key Research Findings Summary

### 1. Consumers' cooking behaviours and attitudes: The quality of horticultural products becomes highly valued by consumers in Taiwan

When it comes to cooking, modern Taiwanese consumers tend to cook healthily via serving real foods and simple processes of cooking with less salt and oil. This means that the quality of horticultural products, especially their freshness, is valued more by consumers. The chart below shows the core of "healthy cooking" with several surrounding features suggesting how consumers view these points as the way they live in healthy cooking.



## 2. The overall purchasing considerations of horticulture products for consumers:

Among these horticultural products tested in the project, the overall purchasing consideration of consumers by different kinds of horticultural products may thus be obtained.

### 2.1 Leaf-vegetable purchases: Freshness is the key consideration

Horticulture Products	Purchasing Considerations
<p><b>Leaf Vegetables</b> (Spinach, Broccoli, Red and Green Lettuce, Celery, Chinese Cabbage, and Red Cabbage)</p>	<ol style="list-style-type: none"> <li>1. <b>Freshness</b> is the key consideration. The aspects of freshness consideration include: <ul style="list-style-type: none"> <li>• <b>Appearance</b> comes first. The appearance must contain signs of freshness first to attract consumers' eye.</li> <li>• <b>Packaging labels:</b> The expiration or best-before-date and the date of picking are indicators of freshness.</li> <li>• <b>If "in-season":</b> In-season vegetables <b>are</b> considered <b>fresh and inexpensive</b>. E.g. spinach is in season locally in winter.</li> <li>• <b>Package:</b> Packaging that <b>keeps the vegetables fresh</b> while <b>showing the quality</b> of the product is preferred.</li> </ul> </li> <li>2. <b>Size/ Share:</b> Smaller sized shares or packages of vegetables are welcomed by a <b>2-4 people family</b> nowadays. Additionally, consumers in Taiwan tend to purchase food materials in exact amount for <b>servicing one to two meals</b> rather than storing up.</li> <li>3. <b>Origins of leaf vegetables: Local seasonal vegetables come in first.</b> Imported vegetables are solutions provided by the channels when there is no production locally. Therefore, <b>the country of origin is yet to be taken</b> as a consideration. <p>However, consumers have no choice but to accept the vegetable offered by the retailers, as the decision of vegetable product import is held by suppliers.</p> </li> <li>4. <b>Organic consideration: Organic and traceable agricultural products with certificates</b> are welcomed by some consumers, since such products give them a feeling of security.</li> </ol>

### 2.1.1 Detailed indicators for the appearance of freshness

Standards in consumers' mind indicating how horticultural products are considered "fresh" by the appearance are as follows:

- Leaf lettuce or spinach: Consumers look for lettuce or spinach with tender, bright green leaves that are without dark, bruised patches or yellowing in leaves.
- Broccoli: Consumers seek broccoli with big (broccoli) heads in bright-green colors with tight florets, firm stalks, and dense buds.
- Chinese cabbage: Consumers look for firm, tightly packed heads with crisp, green-tipped leaves and thick, white ribs.
- Celery: Consumers seek celery with bright green leaves, thin fibers or stems without rotting softness at the bottom.
- Red cabbage: Consumers look for red cabbage with large, compact heads without brown or dark spots near the cutting-end. The red cabbage sold in halves or quarters is commonly seen in retails.

## 2.2 Freshness is still the key consideration when purchasing onions

When speaking of considerations for purchasing onions, freshness is still the key.

Horticulture Products	Purchasing Considerations
Onions	<p>1. <b>Freshness</b> is the key consideration when purchasing onions. The freshness of onions is judged by the <b>appearance</b>, including aspects below:</p> <ul style="list-style-type: none"> <li>• Onions should be firm, without dry or peeling skin.</li> <li>• Onions should be without withered or soft roots.</li> <li>• Onions are preferred to be in a round shape and usually fist-sized.</li> </ul>

	<p>2. <b>Package:</b> For onions, Taiwanese consumers prefer onions <b>sold in bulks</b> or smaller packs, which refer to 2 to 3 onions in a mesh bag.</p> <p>3. <b>Origins: No specific preferences for the country of origin</b> when it comes to onions, consumers may only accept the vegetable offered by retailers, as the decision of the country of origin is held by suppliers.</p>
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### 2.3 Trials are needed when it comes to unknown brands of NUTS

When it comes to NUTS products with brands which consumers are not familiar with, trials are required for introducing such products to consumers. There are still considerations in purchasing nuts.

Horticulture Products	Purchasing Considerations
Nuts	<p>1. <b>Brands:</b> Consumers care a lot about <b>the brand</b> of nuts. <b>Known brands</b> are proffered.</p> <p>2. <b>Freshness:</b> Consumers prefer <b>crunchy mouthfeel, not bitter</b>, and <b>without strong oily smells</b>. <b>Trials</b> are needed when it comes to unknown brands.</p> <p>3. <b>Packaging:</b></p> <ul style="list-style-type: none"> <li>• <b>Mixed nuts packs</b> are a popular option for <u>a good variety of nutrients</u>.</li> <li>• The <b>can packaging</b> is preferred as it can better preserve <u>the nuts from losing flavors</u>.</li> </ul> <p>4. Nuts <b>come as a “whole”</b> instead of scattered pieces are preferred for <u>better mouthfeel</u>.</p> <p>5. <b>Flavor:</b> To consumers, flavoured/ plain or salted/ original nuts are all preferred by different consumers.</p>

## 2.4 “100 percent” and imported products are the key attraction when choosing juice

When consumers choose juice, the “100 percent” and “imported” are viewed as the attraction.

Horticulture Products	Purchasing Considerations
<b>Bottled Juice</b>	<ol style="list-style-type: none"> <li>1. The <b>features</b> of freshness are as follows: <ul style="list-style-type: none"> <li>• <b>Made from 100 percent:</b> The product shows produce-labeled “100 percent juice”.</li> <li>• <b>Short shelf life:</b> For example, the refrigerated storage for 7 days at most is the best.</li> </ul> </li> <li>2. <b>Imported juice</b> is preferred since it is considered to contain <u>better quality</u>, such as, from Germany or USA.</li> <li>3. <b>Known brands</b>, such as Treetop.</li> <li>4. <b>Ingredients</b> ought to be listed on product labels; <u>not containing any chemical preservatives that consumers cannot recognize or pronounce</u> is a must.</li> </ol> <p><i><b>Organic juice is preferred as it is free from pesticide and chemical contamination.</b></i></p>

## Chapter 5 Horticultural Product Evaluation: How Consumers Evaluate the Looks, the Preparation Process, and Trial Results

The vegetable evaluation includes the looks, the easiness or conformity in preparation, and the feedback from the trials.

Below are tested items in the project.

- Baby spinach leaves
- Green lettuce
- Red lettuce
- Broccoli
- Onions: Brown, red and white onions
- Chinese cabbage
- Celery
- Red cabbage
- Nuts: Macadamia, pecans and walnuts
- Fresh juice: Orange and mandarin juice

All analyses on the test results are as follows, obtained from focus group discussions and the consumer feedback based on the assigned tasks after said discussions.

### 5.1 Packaged Salads: Baby Spinach Leaves

#### 5.1.1 Feedback of the look

##### 5.1.1a About the package: Consumers view the package as attractive and with high quality.

The image comes from the reasons/ opinions below:

- The transparent package makes the leaves inside clear to see.
- The salad dish image on the upper right corner indicates the product is delicious.
- The origin label and the QR code icon deliver a secure and trustworthy image to consumers.

### 5.1.1b About the Leaves: The leaves look fresh and young.

Consumers evaluate on the leaf look using reasons below:

- The leaves look bright, green, and tender.
- The leaves are without dark, bruised patches or yellowing.

However, some spinach is **moistened with rotting looks**, which may result from the **long delivering process**. The climate in Taiwan is hot and humid for several months; sometimes it may remain hot and humid in wither, too.

### 5.1.1c About quantity: The amount is not enough

The amount is not enough for cooking, especially when boiled. Consumers in Taiwan usually eat the spinach boiled rather than raw.



The Baby Spinach Leaf Packaged Look



After Un-sealed Look



Some Are With Rotten Leaves

### 5.1.2 However, The re-purchase intention of baby spinach is moderate, as its mouthfeel is not good as Taiwanese spinach

Baby Spinach is not as competitive as Taiwanese spinach. The reason is that the texture of baby spinach is not good as Taiwanese spinach, since the plant is shorter, and the leaves are smaller.

### 5.1.2 Food preparation: The baby spinach leaves are viewed as very easy to prepare

The baby spinach leaves are viewed by consumers as:

- Easy-to-process
- Effortless to clean
- No need to cut the roots

Some consumers are not sure if the baby spinach leaves ought to be cleaned (mainly washing with water) or not. Clear instructions are needed.



Consumers usually wash horticultural products to wash out dirt, worms or pesticides.



Consumers use baby spinach leaves as vegetables in noodles.

### 5.1.3 The feedback from the trial

#### 5.1.3a The baby spinach leaves are delicious when eating them raw.

The baby spinach leaves are with tender mouthfeel, without bitter or pucker tastes compared to the local spinach. Moreover, consumers suggest that the leaves are with good smells.

### 5.1.3b The mouthfeel and the taste of the boiled spinach are not satisfying.

After the baby spinach leaves are boiled, the soft rotten mouthfeel without good textures is not satisfying. Due to the reason that consumers in Taiwan usually eat spinach boiled rather than raw, the taste is not preferred. Educating consumers to serve baby spinach leaves as a salad vegetable is needed.



Baby Spinach Leaves Salad



Sautéed Spinach With Sliced Garlic

### 5.1.4 Main served dishes-baby spinach leaves

Served as salads: Salad with spinach



Served as vegetables: Sautéed spinach and boiled spinach (with dressing)



Served as vegetables in main dishes: Congee with spinach, and Sautéed spinach and noodles



Served as soup: Pork liver soup with spinach



## 5.2 Packaged salads: Green Lettuce

Although with an appealing package, green lettuce is not so welcomed for its brown-edged leaves at the first sight.

Consumers in Taiwan prefer imported lettuce than the local one because it tastes sweeter and is with better mouthfeel for its harder fibers.

### 5.2.1 Feedback of the look

#### 5.2.1a About the package: It looks attractive and with high quality

Consumers comment on the package as follows:

- The transparent package makes the leaves inside clear to see.
- The salad dish image on the upper right corner indicates the product is delicious.
- The origin label and the QR code icon deliver a secure and trustworthy image.

#### 5.2.1b About the leaves: They don't look fresh and seem less nutritious; occasions for using seem limited as well

The image consumers have for the leaves are from the reasons below:

- × **Not fresh:** Bright green leaves but **brown edged**.
- × **Less nutritious: They are too scattered and small.** Consumers in Taiwan are accustomed to buying **Iceberg lettuce** with a **full head**, believing that it is more nutritious.
- × **Limited usage occasions:** The **pre-cut** leaves can only be used in limited occasions; e.g. unlike iceberg lettuce that is with leaves big enough to wrap meat, as one common way for consumers to use green lettuce leaves is to wrap meat or other materials. This makes consumers prefer products with suitable sizes for food wrapping.



Green Lettuce With Brown Edges



### 5.2.2 Food preparation: Green lettuce leaves are very easy to prepare!

The green lettuce leaves are viewed as easy-to-process, effortless to clean, and without needs to cut the roots. However, consumers are not sure if cleaning is needed. Clear instructions are needed.



Consumers usually wash green lettuce leaves before cooking.



Salad With Topping

### 5.2.3 The feedback from the trial

#### 5.1.3a The green lettuce leaves are delicious when eaten both raw and boiled.

The green lettuce leaves are **crispy with moist mouthfeel and good smells, yet indifferent compared** to the lettuce consumers usually purchase. This means that consumers have **moderate-to-low repurchase intention in buying the green lettuce leaves.**

Few consumers suggest that the green lettuce leaves are of bitter taste, but slightly sweeter compared to the green lettuce consumers usually buy.

Consumers in Taiwan not only eat the lettuce raw, but also do they love to eat it boiled. **Careful discretions to the pack size and prices are needed in this situation.**



Hamburg With Green Lettuce Leaves



18 Salads Using Green Lettuce Leaves (Also With Other Vegetables)

#### 5.2.4 Main served dishes: Green lettuce leaves

Served as salads: Salads mainly using green lettuce (with sauce) and as decorations in other types of salad



Served as part of hamburgers: A burger with green lettuce



Served as regular vegetables: Boiled green lettuce vs. boiled green lettuce with dressing



Served as soup: Soup with green lettuce leaves and eggs



### 5.3. Packaged salads: Red Lettuce

Red Lettuce gains moderate repurchase intention as it does NOT taste BETTER comparing to other salad vegetables they usually purchase.

Moreover, red lettuce is not commonly used in Taiwanese daily meals. It takes efforts to introduce it to consumers. Recipes of serving red lettuce as salads are needed when introducing to the Taiwanese market.

#### 5.3.1 Feedback of the look

##### 5.3.1a About the package: Attractive and with high quality

Consumers consider the red lettuce package attractive and with high quality coming from reasons below:

- **The transparent package** makes the leaves inside clear to see.
- The **salad dish image** at the upper right corner indicates the product is delicious.
- The **origin label** and the **QR code icon** deliver secure and trustworthy image.

##### 5.3.1b About the Leaves: Not fresh

Consumers view the leaves of red lettuce as “not fresh” due to the reasons below:

- × The appearance is with bright green leaves but **brown edged**.
- × Some consumers have found that the **wet lettuce inside** has already **started to rot, which results from the long delivering process and storage**.

#### 5.3.2 Food preparation: Red lettuce is very easy to prepare

The red lettuce is viewed as easy-to-process and effortless to clean; there is no need to cut the roots, either. However, consumers are not sure if cleansing is required. Clear instructions are needed.



Consumers wash red lettuce leaves.

### 5.3.3 The feedback from the trial: Red lettuce

**5.3.3a Red lettuce is not better** comparing to other **common salad vegetables they usually purchase**; nonetheless, its **bitterness is not well accepted by some consumers**. **Red lettuce is also not a mainstream food material in Taiwan**.

Still, **red lettuce leaves are crispy, moist mouthfeel with good smells**. **However, consumers view them as indifferent** compared to the lettuce they usually purchase, such as **Iceberg lettuce and romaine lettuce**. This results in the **moderate-to-low repurchase intention**.

**Red lettuce is not a common food material in Taiwanese daily meals**; not to mention its bitterness is not well accepted by some consumers. It takes efforts to introduce it to consumers.



Different Types Of Red Lettuce Salads

### 5.3.4 Main served dishes: Red lettuce

Served as salads: From the pictures on the left and middle, it is discovered that red lettuce may be used in different types of salad with dressing. The picture on the right is also some salad with red lettuce.



Served as part of hamburgers and sandwiches: Sandwiches with red lettuce vs. burgers with red lettuce; the vegetable is used raw.



Served as a regularly seen boiled vegetable: Boiled red lettuce



Served as part of the main dish: Boiled red lettuce and noodles



SUMMARY of Packaged Salad Vegetables

Item	Market Potential	Shared Triggers	Key Triggers and Barriers	Challenges / Opportunities
Baby Spinach Leaves	Moderate	<ul style="list-style-type: none"> <li>✓ <i>Appealing package</i></li> <li>✓ <i>Very easy to prepare!</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ <i>Looking fresh and with high quality</i></li> <li>× <i>The mouthfeel and textures are not good as Taiwanese spinach.</i></li> <li>× <i>The amount is not enough for boiling.</i></li> <li>× <i>Long delivering processes may cause some spinach moistened and rotten</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>The long delivering process causes brown-edged leaves.</i></li> <li>• <i>Educating to serve spinach as salads is needed.</i></li> </ul>
Green Lettuce	Moderate to low		<ul style="list-style-type: none"> <li>✓ <i>Delicious when eating it either raw or boiled, yet indifferent compared to the competitors</i></li> <li>× <i>Not fresh in looks: brown-edged.</i></li> <li>× <i>Too scattered and small (leaves) may cause the loss of nutrients and limited usage occasions.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>The long delivering process causes brown-edged leaves.</i></li> </ul>
Red Lettuce	Moderate		<ul style="list-style-type: none"> <li>× <i>Not fresh in looks: wet and brown-edged leaves.</i></li> <li>× <i>Not tasting better than commonly used salad vegetables consumers usually purchase.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Not commonly used in Taiwanese daily meals. Educating to serve it as salads is needed.</i></li> </ul>

## 5.4 Brown Onions

In addition to the smaller sizes, the appearance of brown onions are indifferent from the local ones.

Onions in bulk sell better. However, consumers prefer onions without mesh bags but in bulk, so that they would be able to choose the onions with good quality and the exact amount they want.

### 5.4.1 Feedback of the look

#### 5.4.1a About the package: A pack with 5 onions is too much for consumers.

Consumers consider the package with 5 onions too much due to reasons below:

- In Taiwan, consumers prefer onions in bulk or smaller packs (3 onions in a mesh bag). The quantity is more proper for using.
- U.S. onion packs mixing three types of onions are preferred by a few consumers, since the mixed pack brings diversity in dishes.

#### 5.4.1b Appearance of the onions: Not so appealing and not fresh.

These brown onions are firm, but with dry **and peeling skin**, as well as **withered roots**. **The pointed top** makes consumers assume that the onion may have started sprouting, which strengthens the impression of “not fresh”.

**Besides, these onions are smaller without a round shape** compared to the onions in Taiwan that are big and round.



Australian Onions



US Onions Mixing Pack  
(In Comparison)

### 5.4.2 Food preparation

The onions are viewed as easier to prepare for the reasons below:

- **Easy to peel off the thin skin.**
- **Easy to slice into pieces** for its small size and tender texture.
- **No strong pungent smell**, thus not causing tears.

Still further, **these onions are not getting too soft when cooked compared to local onions.**



Frying Onion Rings



Onions Cutting Into Rings

### 5.4.3 Feedback from the trial: Brown onions

**Consumers suggest that brown onions are quite indifferent from American and Taiwanese brown onions.**

After the trial, consumers state that these onions are sweet when cooked and would not be pungent. Furthermore, these onions are crispy with very mild onion scents.

However, some **consumers preferring strong onion scents or smells do not appreciate Australian brown onions.**

**Some consumers** consider **the flavor of the onion too light and plain.**

They prefer pungent, spicy and strong flavors of onions in Taiwan.



Brown Onions Sautéed Egg



Stew With Onions And Pork

#### 5.4.4 Main served dishes: Brown onions

Served as main dishes:

The left is some soup with noodles, and the right is stewed chicken curry with brown onion. The curry is often served with rice in Taiwan.



Served as side dishes: Both pictures are scrambled eggs with brown onion.



Served as stewed dishes: Stewed chicken with brown onion



Served as side dishes: The left is fried brown onion, and the right is sautéed pork with brown onion.



## 5.5 Red onions

Red onions look indifferent from local onions. However, in addition to its color, a few onions do NOT look fresh.

Red onions are served as a role of adding colors to the dishes. They are optional to Taiwanese consumers. Thus, the retail sales performance of red onions remains low and stable in the channels. Selling red onions individually is preferred.

### 5.5.1 Feedback of the look

#### 5.5.1a About the package: A pack with 6 onions is too much for consumers.

Consumers in Taiwan prefer onions in bulk, or in smaller packs, referring to 3 onions approximately in a mesh bag.

#### 5.5.1b About the appearance

Red onions look quite indifferent from local ones except for the color; most of them look firm and juicy. However, they are not considered appealing, which somehow equals to not fresh. Reasons from consumers are listed below:

- × **Dry and peeling skin.**
- × **Withered root.**
- × **The pointed top** makes consumers assume that the onion has started sprouting.
- × One onion is with a **soft bulb.**
- × Another one is **damaged** with discolored or wet spots.



### 5.5.2 Food preparation: Easier to prepare

Consumers suggest that red onions are easier to prepare for the reasons below:

- **Easy to peel off the thin skin.**
- **Easy to slice into pieces**, as the size is small and with tender textures.
- **No strong pungent smells**, thus not causing tears.
- **Exactly enough sized for serving one meal.**



Onions Are In Water To Reduce Pungent



Sautéed Onion Rings

### 5.5.3 The feedback from the trial

The red onions make the dish **colorful** and good for the appetite. Moreover, consumers state that red onions are more delicious than Taiwanese ones.

**Consumers** suggest that **Australian red onions taste good both raw and cooked** with reasons below:

- The red onions **taste sweet, crispy** and **juicy**.
- The red onions are with **strong onion scents and mild pungent flavors**.
- However, red onions are **not a common food material in Taiwanese consumers' daily meals**, and are **limited in usages**. Thus, it takes efforts to introduce them to consumers.



Red Onion Scrambled Eggs



Salad With Sliced Red Onion

#### 5.5.4 Main served dishes: Red onions

Served as salads:

Both are salads with chopped red onions.



Served as side dishes:

The left is sautéed steak with red onions, and right is red onions with baked cheese topping.



Served as rolls: A grilled tortilla with sautéed red onions and egg



## 5.6 White onions

The fair, white looks with a round shape are appealing features of white onions, even if they are not a daily food material in Taiwanese households. They are served as an alternative in dishes. Brown onions are still the mainstream option.

### 5.6.1 Feedback of the look

**5.6.1a About the package: A pack with 7 onions is too much for consumers**, since they prefer onions in bulk or smaller packs, referring to 3 onions approximately in a mesh bag.

### 5.6.1b Appearance of white onions

No **big differences from local onions** are discovered **besides the color**; **most** of the onions **look firm and juicy**. The fair and white looks, as well as the round shape of white onions are preferred by consumers.

**However, some consumers' feedback shows** that some of the **onions are damaged** with soft bulbs or wet spots. Moreover, they are with dry and peeling skin.



Australian white onion



US Onions  
(In Comparison)

### 5.6.2 Food preparation: White onions are easier to prepare

Consumers consider white onions easier to prepare for the following reasons:

- **Easy to peel off the thin skin.**
- **Easy to slice into pieces** for its small size and tender textures.
- **No strong pungent smells** and thus not causing tears (when cutting).
- Exactly **enough sized for serving one meal.**
- **Not softening** too much after **cooked compared to local onions.**



When Cutting Into Slices



Sautéed White Onion And Meat

### 5.6.3 The feedback from the trial

The white onions are **more delicious than Taiwanese** ones, since the former **taste good both raw and cooked**; white ones **are sweet, crispy and juicy** whilst containing **strong onion** scents and **mild pungent flavors**.

### 5.6.4 Main served dishes: White onions



Served as salad: Salad with chopped white onions



Served as main dishes: A sandwich with some white onion

#### Serve in side dishes (of various types):

The left is stewed sliced-pork with white onion, and on the right is sautéed sliced-pork.



(From left to right) Some baked big mushrooms with white onion topping; scrambled eggs with white onion



Served as soup: Pumpkin soup with white onion



## 5.7 Broccoli

The appearance of broccoli is **attractive and with high quality**; though it is **quite indifferent from** the local broccoli

**Consumers in Taiwan are unfamiliar with broccoli from Australia. In-store trials and communication of the good taste are needed to trigger purchases.**

The perceived price of broccoli in Taiwanese markets is around 70 to 80 NT dollars.

### 5.7.1 Feedback of the look



The Australian broccoli looks attractive with high quality. Moreover, big broccoli heads with flower clusters are uniformed in size. The broccoli is with bright green heads and without yellow flowers.

**The appearance also shows compact and dense clusters of the broccoli**

**florets.** Taiwanese broccoli keeps peeling off in comparison.



**The buds on the flower head are smaller** than the broccoli in Taiwan, which indicates to **tender mouthfeel.**



**Few consumers** consider that **the broccoli is not fresh**, because **the chopped ends of the stalks are grey, and a few flower clusters inside have turned yellow.**

Left is Australian broccoli, and right is Taiwanese broccoli.

However, consumers in Taiwan prefer the local broccoli with **longer stems**, since they prefer eating the stem.

## 5.7.2 Food preparation

### 5.7.2a The broccoli is very easy to prepare and cook

Consumers suggest that the broccoli is easy to prepare. There are **no bugs and worms** found, and the **outer skin of the stem** is soft; thus, it does not require lots of efforts to **clean and trim the stem skin off** (unlike the local broccoli).

Furthermore, Australian broccoli is with **tight florets** that would not scatter while washing or boiling. The features that the broccoli **remains bright green after cooked** are preferred by Taiwanese consumers, since said features also prevent the nutrients from leaching into the water. Australian broccoli could be **quickly cooked** while remaining crispy, and this feature is also welcomed by consumers.



When in preparation, it is very convenient for consumer to prepare.

### 5.7.3 The Feedback from the trial: Broccoli

Consumers state that Australian broccoli **tastes better than the local one**. Additionally, the former remains **delicious after fried, sautéed or boiled**; not to mention it is **juicy with crisp-tender textures**. Still further, Australian broccoli is **also with good smells of refreshing vegetables**.



Steamed Broccoli And Broccoli Stew

### 5.7.4 Main served dishes: Green broccoli

Served as salads:

Different types of salad with boiled broccoli



Salad with boiled broccoli with dressing.



Served as vegetable: Steak with boiled broccoli



Served as side dishes: From left to right, the pictures include sautéed broccoli with hams, sautéed broccoli, and sautéed broccoli with squid.



## Summary of onions and broccoli

Item	Market Potential	Key Triggers and Barriers	Challenges / Opportunities
Broccoli	Moderate to high	<ul style="list-style-type: none"> <li>✓ <i>Looking fresh and with high quality</i></li> <li>✓ <i>Very easy to prepare and cook</i></li> <li>✓ <i>Taste better than local broccoli</i></li> <li>× <i>Consumers in Taiwan prefer local broccoli with longer stems</i></li> </ul>	<ul style="list-style-type: none"> <li>• Reserve the <u>longer stem</u> of Australian broccoli</li> <li>• Consumers in Taiwan are unfamiliar with the broccoli from Australia. <u>In-store trials</u> and <u>communication</u> of the <u>good taste</u> are needed to trigger purchases.</li> </ul>
Brown Onions	Moderate to low	<ul style="list-style-type: none"> <li>✓ <i>Easier to prepare</i></li> <li>✓ <i>White and red onions are more delicious than Taiwanese onions</i></li> </ul>	<ul style="list-style-type: none"> <li>• Consumers in Taiwan prefer onions <u>in bulk</u> or smaller packs (2-3 onions in a mesh bag).</li> <li>• White and red onions are not daily food materials in Taiwanese households. They are served as an <u>alternative in dishes</u>. Brown onions are still the mainstream option</li> </ul>
Red Onions	Moderate	<ul style="list-style-type: none"> <li>× <i>A pack with 5-7 onions is too much for consumers.</i></li> <li>× <i>Appearances are not appealing; looking not fresh (dry, peeling skin, withered roots, and the pointed top), expect for the white onions</i></li> </ul>	
White Onions	Moderate	<ul style="list-style-type: none"> <li>× <i>Brown onions do not outperform the others from the U.S. and Taiwan when it comes to tastes.</i></li> </ul>	

## 5.8 Chinese cabbage

The Chinese cabbage **wins over** the local one for looking **fresh and firm**.

The perceived price of Chinese cabbage in Taiwanese markets is around 120 to 150 NT dollars.

### 5.8.1 Feedback of the look: The Chinese cabbage looks very fresh and with high quality

Consumers state that the Chinese cabbage is with good look for reasons below:

- **Much larger**, and more barrel-shaped than the local Chinese cabbages.
- **Firm** and **tightly packed heads** with **crisp green-tipped leaves**.
- With **thick, white ribs**.
- With **bright green leaf blades**, without yellow, wilted or black spots on outer leaves.
- Clean and smooth roots.

**However, the large size is too much for small-size families nowadays.**



Australian  
Chinese Cabbage

Chinese cabbage has **gained high repurchase intention**; nonetheless, **nothing else is significantly outstanding** comparing to the local one in tastes.

**Chinese cabbage** imported both **from Korea and Japan** is **competitive for their high quality in summer**. Winter productions of **Chinese cabbage in Taiwan** are with **exceptional quality and low prices**, and thus **welcomed by consumers**.

### 5.8.2 Food preparation: Easy to prepare

The Chinese cabbage is considered easy to clean for its big leaves and ribs. Additionally, it is effortless to clean because there are no worms or dusts. The Australian Chinese cabbage, on the other hand, does **not** soften too much after **cooked**, and thus **is also welcomed by consumers**.

### 5.8.3 The feedback from the trial: The Chinese cabbage is very delicious but quite indifferent from local ones.

The Australian Chinese cabbage is with features as follows:

- ✓ **With a light but sweeter taste.**
- ✓ **Higher water content.**
- ✓ Crispy and not-too-softened mouthfeel.
- × **However, some consumers** state that **the Chinese cabbage is not soft enough after cooked**; therefore, it is not preferred by families with the elderly.



Chinese cabbage stew



Sautéed Chinese cabbage.

#### 5.8.4 Main served dishes

Served in stew dishes:

Stewed vegetables with Chinese cabbage vs. stewed pork balls with Chinese cabbage and noodles.

Braised pork balls with Chinese cabbage



Served in main dishes: Sautéed Chinese cabbage with Korean rice cake



Served in soup: Left: Stewed vegetables with Chinese cabbage

Right: Boiled Chinese cabbage (served as a hot pot vegetable)



Served as side dishes: Sautéed Chinese cabbage



## 5.9 Celery

The celery wins over the American one when it comes to the appearance. Celery is not a highly consumed vegetable in Taiwanese households; in that case, retail sales of celery remains low but stable in the channels.

The perceived price of celery in Taiwanese market is around 70 to 90 in NT dollars.

### 5.9.1 Feedback of the look

#### 5.9.1a About the package

It looks more attractive than the American one, as the **transparent package** showing the celery quality is clear to see. (The American celery packaging is not preferred)

#### 5.9.1b About the appearance

According to consumers, the appearance looks **fresh and young due to the following reasons:**

- **Bright green** and **tender** leaves
- The branches are **crisp and** strong **without discoloring or spotting.**
- With strong smells of the celery.
- With fairly smooth skinned root edge.

At the same time, celery with the leaves remained is preferred, as consumers can tell its freshness.

However, consumers **dislike thicker stems**, which equals to rough mouthfeel. It is because the fiber veins/ stems in the branches are thicker than the American one, implying that the mouthfeel is rougher. Some consumers, furthermore, find yellow spots on inner branches.



All pictures on the left side is American celery, and others on the right are Australian celery.



Some consumers find yellow spots on inner branches.

### 5.9.2 Food preparation

It takes more efforts to prepare; the reasons are as follows:

- × It takes more time to remove the fibrous strings by **shaving the outer skin** or **peeling away the thick fibers**.
- × It takes more time to get softened when cooking.



How consumers deal with celery.

### 5.9.3 The feedback from the trial

Polarized feedback is discovered in the **consumer test**.

#### From many consumers:

It is **not with outstanding tastes**; the celery is too **fibrous and with tough textures**. Besides, **strong smells** of celery are not preferred by kids.

#### From some consumers:

They enjoy the **good mouthfeel and smells of the celery**. They suggest that the celery is **crunchy and with high water content**. Moreover, **the aroma is strong and obvious**, too.



Celery Side Dishes

#### 5.9.4 Main served dishes: Celery

Served as a raw material of juice: Blended juice with celery



Served as a regular vegetable: Boiled diced celery



Serving celery as vegetable sticks



Served in side dishes: Sautéed celery with squids, and sautéed chopped celery and dried tofu.



Sautéed celery with cuttlefish, and sautéed sliced-pork with celery



### 5.10 Red cabbage

The beautiful red cabbage **gains positive feedback**, though the size is **too much for small-size families**.

Taiwanese consumers are not familiar with the taste and the preparation of red cabbage. **Recipes and the preparation instructions** are needed when introducing.

The perceived price of red cabbage in Taiwanese market is around 40 to 50 in NT dollars.

### 5.10.1 Feedback of the look

#### 5.10.1a About the package

The red cabbage is considered **well protected** because it is completely covered to remain clean and fresh.

The red cabbage looks fresh with high quality for the following reasons:

- With deep maroon-purple colors
- Firm, hard, heavy, and **tightly packed heads**
- The leaves are tightly pressed to the center of the cabbage.

**However, one whole red cabbage is too much for small-size families nowadays.** One half or a quarter of the red cabbage is a relatively proper share.



Red Cabbage Appearance

### 5.10.2 Food preparation

Red cabbage is NOT welcomed by most consumers for its **bitter taste** and **fibrous texture**.

First of all, it **takes more efforts to prepare red cabbage**, even if it was effortless to wash and clean, since it takes efforts to chop the hard and firm vegetable.



Consumers need to chop red cabbage into pieces, which takes efforts to do it.

### 5.10.3 The feedback from the trial

The red cabbage is **NOT welcomed by most consumers**, because it is **too fibrous and with tough textures**; not to mention it tastes bitter and puckery.

Still, few consumers love its crunchiness with high water content.

Red cabbage is not commonly used in Taiwanese consumers' daily meals.

Many respondents claim that it is their first time tasting the red cabbage.



Consumers in Taiwan are not familiar with red cabbage. Consumers use it as a raw material of juice or salads.

### 5.10.4 Main served dishes

Served as a raw material of juice: Both are blended juice with red cabbage



Served as salads: Salad with red cabbage

Salad with red cabbage (and sliced apple); and salad with red cabbage (plus dressing)



## Summary of Agricultural products

Item	Market Potential	Key Triggers and Barriers	Challenges / Opportunities
Chinese Cabbage	Moderate to high	<ul style="list-style-type: none"> <li>✓ <i>Looking fresh with high quality</i></li> <li>✓ <i>Very delicious but not significantly winning out the local Chinese one.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Chinese cabbage imported from both Korea and Japan is competitive for their high quality in summer.</li> <li>• Winter productions of Chinese cabbage in Taiwan are with exceptional quality and low prices.</li> </ul>
Celery	Moderate to low	<ul style="list-style-type: none"> <li>✓ <i>The transparent package showing the celery quality</i></li> <li>✓ <i>Looking fresh and young</i></li> <li>× <i>The thicker stems = rough mouthfeel</i></li> <li>× <i>Requiring more time to remove the fibrous strings and get softened when cooking.</i></li> <li>× <i>Too fibrous and tough mouthfeel.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Not a highly consumed vegetable in Taiwanese households. Thus, retail sales of celery remain low but stable in the channels.</li> </ul>
Red Cabbage	Low	<ul style="list-style-type: none"> <li>✓ <i>Packaging that completely covering the cabbage to keep it clean and fresh.</i></li> <li>✓ <i>Looking fresh with high quality</i></li> <li>× <i>One whole red cabbage is too much for small-size families nowadays.</i></li> <li>× <i>Not welcomed by consumers for its fibrous texture and bitter taste.</i></li> </ul>	<ul style="list-style-type: none"> <li>• Red cabbage is not commonly used in Taiwan as consumers' daily meals.</li> <li>• One half or a quarter of the red cabbage is a relatively proper share.</li> </ul>

## 5.11 Macadamia nuts, pecans, and walnuts

Overall, Queensland nuts are not outstanding. **Nuts would be better accepted with adjusted forms, flavors and package designs.**

### 5.11.1 How do consumers eat nuts?

Taiwanese consumers usually eat nuts as snacks, uncooked, and with nothing added. Consumers also blend them with juice, crumble up, and sprinkle on yogurt, fruits, or milk with cereals; or as salad topping.

### 5.11.1 Feedback of the look: Not outstanding

Australian nuts sold **in pieces** (vs. **intact nuts** from the competitor) **are less preferred**, except for the walnuts, since plump, full, and round shapes are preferred. **Plastic bags** are **less preferred** than the tin packages, too, as they are inconvenient for storage (“not airtight” enough, causing the loss of flavors).

Additionally, **mixed nuts packs** are a popular option for a good variety of nutrients.

### 5.11.2 The feedback from the trial of nuts: Not impressive

Australian nuts are less preferred for the taste. **The nuts are not crispy**, with a **strong oily smell** and **bitter taste**. They become damp as contained in a plastic bag, making consumers doubt on the freshness of the product.

Another disadvantage is that the texture/ mouthfeel is not so good (as they are **sliced or chopped**).

Still further, pecan nuts do not win over the competitor for both the look and taste, either.



The pictures show comparisons between Australian nuts and competitors' products.

The test shows that consumers don't appreciate nuts packed in plastic bags only.

Besides, full-shape nuts are more popular.

### 5.11.2a The look of pecans is not outstanding

Pecans coming **in pieces** (vs. intact nuts from the competitor) are **less preferred**. Plump, full, and round shapes are preferred.

Moreover, **plastic bags** are **less preferred** than the tin packages, as they are inconvenient for storage (“not airtight” enough). **The feedback from the trial of pecans is thus not impressive.**

Australian pecan nuts are less preferred, since they are **not crispy**, containing a **strong oily smell**, and they taste **bitter**. These conditions are perceived as **not fresh** enough. On the other hand, the competitor’s pecan nuts are **crispy** with **firm textures** (for its intact shape) and **sweet flavors**.



The pictures show comparison in Australian pecan and competitors’ products. Competitors’ product shows more complete ones.

### 5.11.2b Australian walnuts are less attractive comparing to the competitor

Australian walnuts coming as a “**whole**” are appreciated. However, the competitor walnuts are preferred as the shape is **bigger**. **Plastic bags** are still **less preferred** than tin packages for the inconvenience of storage, as they are “**not airtight**” enough.

**The feedback** from **the trial of** Australian walnuts is that the product is less preferred, since the walnuts are not **crispy**, containing a **strong oily smell**, and they taste **bitter**. They become damp as they are contained in a plastic bag, and thus are considered not fresh.

In comparison, the competitors’ walnuts are **crispy** with **firm textures** and **salted flavors** that are more welcomed by consumers.



The pictures show comparisons between Australian pecans and competitors’ products. Competitors’ products look more complete.

### 5.11.3 Macadamia Nuts Taste Good but the Texture Still Fails to Win over the Competitor.

The look of macadamia nuts is not impressive, as the nuts coming in pieces (vs. intact nuts from the competitor) are less preferred. Plastic bags are still less preferred than the tin packages, as they are inconvenient for storage. To consumers, these bags are not airtight enough.

#### 5.11.3a Consumers Suggest that the Macadamia Nuts Taste Good but the Texture Still Fails to Win over the Competitor.

Australian macadamia nuts are less preferred, because, even if they were tasteful with good smells, they are not crispy for being too scattered and small. Products of this size are suitable only for sprinkling on salads. Competitor's macadamia, on the other hand, are crispy with firm textures (for the intact shape) and salted flavor.



The pictures show comparisons between in Australian macadamia nuts and competitors' products. Competitors' product size is relatively larger.

## 5.12 Orange & mandarin Juice

The bottled juice from Australia has gained positive feedback for its **significantly better taste**.

### 5.12.1 The feedback of the look

The orange and mandarin juices are viewed as **very attractive** for the reasons below:

- **Made from 100 percent** of fruit: The juices contain two types of labels stating either “100% Australian mandarins” or “100% Australian oranges”, which attract consumers.
- **The package gives a high-quality** image to consumers.
- According to a few consumers, they also suggest that **glass packages** are preferred for food safety concerns.

### 5.12.1 The feedback from the trial

They taste **significantly better** than other bottled juices in the market, as they resemble to freshly squeezed fruit sap **with abundant and dense fruit flavors**. The juices are **with lots of pulps**, too. However, the **mandarin juice might be rejected** by children for its bitter and sour tastes.

The appearance of Australian  
fresh juice bottles



## Chapter 6 In-store Manager Key Suggestions

After in-depth interviewing with 4 managers of the retail channel, suggestions from them are obtained to make imported vegetables known and welcomed by consumers.

### 6.1 Key suggestions of in-store manager

Below table shows key suggestions from in-store manager interviews.

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
<p>How does your channel see the fresh produce business?</p> <p>- What are the main focuses of your company?</p> <p>- What are the key points?</p> <p>- What are these areas valued?</p>	<ul style="list-style-type: none"> <li>• <b>The fresh produce section is an important part of our business.</b> At Nanhu store, vegetables and fruits alone account for 50% of total sales at the fresh produce section. The veg/fruit stands as an important focus/ feature in pamphlets, because Taiwanese people have the habit of cooking at home. The comprehensive offering</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Quality is the most important</b> part of our strategy. We are trying to change the general consumers' habits. Unlike the past, instead of offering cheap products imported via sea freight, which tend to have inconsistent qualities, we decided to sell <b>top quality fresh produces</b> that are in season from other countries, shipped by</li> </ul>	<ul style="list-style-type: none"> <li>• The fresh produce has been our strong focus since a few years ago. Our emphasis lies in "<b>safe and cheap</b>", at the same time highlighting <b>veg/fruits with certifications and free of agro chemicals.</b> Chemical testes are done right at the wholesale distribution market (Taipei Agricultural Products Marketing Co.)</li> </ul>	<ul style="list-style-type: none"> <li>• We are a hypermarket, and hence <b>price</b> is our ultimate target. At RT Mart, we aim to <b>offer cheaper prices and provide to more customers.</b> All in all, <b>cheap price offers</b> are our major goal. We really pay attention to our quantity of purchase and the market penetration rate.</li> <li>• Right now RT Mart</li> </ul>

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
	<p>in a hypermarket includes a wide variety of items and satisfies the need for one-stop shopping. Each of our branches is required to carry a certain number of veg/fruit items.</p> <ul style="list-style-type: none"> <li>The focus this year will be on <b>organic and certified vegetables</b>. As food safety issues continue to be a major public concern, <b>certifications on vegetables</b> allow</li> </ul>	<p>air. The <b>premium fruits</b> that are often seen department stores have had considerable growth over the past couple of years.</p> <ul style="list-style-type: none"> <li><b><u>Certified fruits/veg with specified information:</u></b> providing certifications for our fresh produce selections. In store, communications (posters/ signs) are made available to inform consumer which</li> </ul>	<ul style="list-style-type: none"> <li><b>Cheap</b> is another feature since every competitor brand claims to be cheap. Our headquarters has a market research team. The procurement member at each department must visit competitor stores to check prices. “Cheap” is a claim during competition. In the past, when PX Mart featured “cheap”, the safety part was not fully</li> </ul>	<p>focuses on “<b>unified warehouse</b>” and “<b>direct buying</b>”. That way we can bypass the distributors and buy products <b>at cheaper costs</b>. In recent years, our company-supplied goods have grown up to 20% to 30%, while inventories supplied by distributors now remain around 70%.</p> <ul style="list-style-type: none"> <li><b>A unified warehouse</b> refers to a</li> </ul>

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
	<p>consumers to identify origins by QR code scans, revealing information such as organic growth, no agrochemical, and natural farming methods. RT Mart has currently set up chemical-testing labs in 8 of its branches to conduct random sampling daily on 10 of its products. Consumers may also request for testing in-</p>	<p>farm or supplier the product comes from, complete with photos taken at the farm, showing procure members from Carrefour and the local farmers, as well as the harvests of the site. Our bananas, for example, changed the perception that Carrefour is about “cheap”. Our banana quality is better than those sold in 7-</p>	<p>covered. In the past, the procurement had to find more cheap vegetables sources, but what was supply was not entirely free of agrochemicals. That’s why we started focusing on safety.</p> <ul style="list-style-type: none"> <li>• <b>Convenience</b> is another focus, in terms of chain expansion.</li> <li>• Consumers wish to have products that are <b>“nice, with value for money”</b>,</li> </ul>	<p>direct delivery to our warehouse, after RT Mart negotiated a price deal with the supplier. The goods are then distributed to each branch store. At the moment, our company plans to expand stores in supermarket type. Keeping unified warehouse means all distributions into branch stores can be done from one place. Large shipments into</p>

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
	<p>store.</p> <ul style="list-style-type: none"> <li>For fruits, the focuses are on import items. RT Mart as advantages in varieties and pricing that are unchallenged by traditional markets. We offer more selections at cheaper costs than traditional open markets. RT Mart also self-import (not via a 3<sup>rd</sup> party) fresh produce from RT's joint procurement center in</li> </ul>	<p>Elevens.</p> <ul style="list-style-type: none"> <li><b><u>A shopper friendly environment with a personal touch</u></b>: we want to create a <b>warm mood</b> much like that of a traditional market. We would like to revamp the perception of conventional supermarkets – great quality, but cold and apathetic. To add a friendly vibe, <b>we currently have our</b></li> </ul>	<p><b>“presentable, weighty, and with quality”</b>. We have all types of customers. Those who spend time focusing on choosing products are homemakers, who would shop around noon, or throughout the day time. They take their time, visit traditional market before noon, have their conversations, and when it's close to noon,</p>	<p>one warehouse also means cheaper delivery costs.</p> <ul style="list-style-type: none"> <li><b>Direct purchase from origin</b> means items are bought locally at where they are grown; such as bananas from Pingtung, mountain bananas in Nantou, and taros at Dajia. Consumers prefer produces from origins they are best known for. Gukeng's oranges</li> </ul>

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
	Spain, such as durian, broccoli, and iceberg lettuce.	<b>front-line staff provide services on the shop floor</b> , which account 2/3 of our manpower. Only by serving customers and observing their needs can we better solve problems.	they come and look around in the supermarket to do their price comparison. There is a new pamphlet each week, which is also why they come and check prices.	are also famous.
Who usually determines if a new veg/fruit should be introduced or procured?	This is determined by the <b>procurement</b> from the <b>head quarter</b>	This is determined by the merchandise department at the headquarter	<b>The procurement from the head office makes decisions</b> ; the branches do not participate in decisions.	This is determined by the <b>procurement</b> from the <b>head quarter</b>
- Who are the key decision makers?	<ul style="list-style-type: none"> <li>Import vegetables are planned by the</li> </ul>	<ul style="list-style-type: none"> <li>The procurement <b>choose items to carry</b></li> </ul>	<ul style="list-style-type: none"> <li>Stocks are carried <b>according to the</b></li> </ul>	<ul style="list-style-type: none"> <li>RT Mart's inventory can be split</li> </ul>

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
(Procurement/ merchandising team of the head company?) - What is the logic and reasoning behind the buying process? Any considerations? - Does each branch store have influences over the direction/ decisions?	procurement from the head office with the suppliers, managing the amount and timing. • All fruits and vegetables for distribution <b>are supplied to the branches by the head office</b> . Each item is assigned a merchandise code, and stores are informed what items are available to order. Each branch store can	<b><u>according to market trends and consumer preferences</u></b> . For example, New Zealand kiwis are ordered in bulk, because consumers like them. • The procurement also <b>tests market trends</b> . For sourcing sites that are not considered the mainstream, products are also imported, but starting from smaller quantities. We test the	<b>market needs, as well as the supply and demand</b> : Seasonal fruits/veg are carried, as are harvest produces of the season, or sometimes due to government pressures (such as Council of agriculture). When there is an over-supply of cabbage, the Fair Trade Commission would press for distribution. • The amount of	into 2 parts: <b>self-operated distribution and supplier distribution</b> , which is ordered by each branch store. Suppliers offer both local and imported produces. RT Mart, on the other hand, would buy in bulk and directly import from another country. <b>The goods are then divided and distributed to each branch</b> . Each store

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	<p>determine what products and quantity should carry; orders will be placed using the merchandise codes.</p> <ul style="list-style-type: none"> <li>• <b><u>Consumer-orientation consideration</u></b>: the importing of fruit and vegetable is quite mature in Taiwan. The company's primary concern is <b>which country the consumer is more accustomed to</b>. For example, there</li> </ul>	<p>sales performance, first by asking the importers to carry a small amount. If the market responds well, we may double up our next order to further test, such as going from 1 container to 2. We tried on Italian kiwis and Australian cherries.</p> <ul style="list-style-type: none"> <li>• On the other hand, <b>if any specific consumer needs arise, or that if we noticed special</b></li> </ul>	<p>fresh produce to be imported is <b>based on past sales</b>, or estimates from similar items when in procurement.</p> <ul style="list-style-type: none"> <li>• <b>Stocks are bought from large wholesalers</b>: we work with various importers and distributors, largely the "Taipei agricultural products marketing co.," (台北農產). Other distributors that we work with include those</li> </ul>	<p>can also buy from an outside source; we can order directly with suppliers, <b>who have signed with our company</b>. This means a branch store will have a specific supplier. If we receive too much stock from company, we'd report it. If they cannot offer enough, then we order from suppliers.</p> <ul style="list-style-type: none"> <li>• Aussie vegetable imports aren't usually a</li> </ul>

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	<p>is a habit of buying “US broccoli”. Hence US is a preferred sourcing site for broccoli’s.</p> <ul style="list-style-type: none"> <li>Although now we are gradually getting more Japanese and Korean vegetables, Japanese products’ prices tend to be higher than those of US. For instance, Japanese veg/fruit take shorter time to arrive and hence have better freshness, but the cost</li> </ul>	<p><b>veg/fruit produces in the market, our store manager would also make recommendations to the procurement,</b> who will try to supply and meet our needs. For example, I would tell them that Costco has a specific type of veg/fruit. I take a photo and show them, and they would make efforts and try to satisfy my request.</p>	<p>from different areas.</p> <ul style="list-style-type: none"> <li><b>Store-branded organic fresh produces bought from farmers partnering with PX Mart:</b> now we mainly feature organic products under the store brand, complete with origin certificates. PX Mart <b>works with individual farmers</b> who grew their own products and have their products certified.</li> </ul>	<p>decision made by hypermarkets like RT Mart. <b>It is more like a choice of importers. Suppliers would buy from importers,</b> and <b>hypermarkets would source with importers.</b> RT Mart’s direct buying team also purchases from importers, or request that suppliers purchase from importers. At the end, it is <b>really up to the importer which</b></p>

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	<p>would be higher. At stores, <b>because cost is a concern</b>, US tends to be preferred for importing. Overall, store choices would be more consumer-oriented.</p> <ul style="list-style-type: none"> <li>• <b><u>Importers with a business thinking:</u></b> importers would check prices around the world. US has a large produce with great qualities. The pricing also matches</li> </ul>			<p><b>sourcing site is the most appropriate for a product.</b> For RT Mart, as long as the <b>quality is maintained, price is the main concern.</b></p> <ul style="list-style-type: none"> <li>• When there are new products coming from the supplier, they have to provide pricing to the head office and start a procurement process. There has to be a merchandise code before we can start</li> </ul>

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	<p>consumer expectation. It is assumed that for this reason, they are unlikely to consider other nations.</p> <ul style="list-style-type: none"> <li>Foreign suppliers would get in touch with importers and somehow reach RT Mart through them. They don't go directly RT Mart. For example, Potato Association of America, US Grape Association, and Kiwifruit Association</li> </ul>			<p>ordering.</p> <ul style="list-style-type: none"> <li><b><u>Branch stores have the flexibility to request new products directly with suppliers:</u></b> if a branch wants to introduce something new, they can tell <b>supplier directly</b> of the <b>buying costs, selling price, and specification</b>, so that the supplier can look for source and provide quotes.</li> </ul>

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	tend to have a local distributor in Taiwan, who then reaches out to RT Mart to initiate collaboration. This is how it usually works.			
How do channels look at imported veg vs. Taiwan's own produce? What is the position of each? - What is the role of imported vegetables? - How do consumers see it?	<ul style="list-style-type: none"> <li>There isn't a clash between the two, there is no contest. Imported products serve a purpose: <b>to fill where Taiwanese local products cannot supply.</b></li> <li>The bigger trouble that each branch store</li> </ul>	<ul style="list-style-type: none"> <li><b>Local vegetables are the mainstream.</b> But when the local produce isn't enough to meet the demand, or when there is a natural disaster, that's when imported products are considered. Carrefour has sold imported</li> </ul>	<ul style="list-style-type: none"> <li><b>Imported vegetables are only considered when they are not locally available.</b> Often imported vegetables aren't very competitive because of the pricing. From time to time, the locally grown</li> </ul>	<ul style="list-style-type: none"> <li><b>Season determines the composition between imports and local produces.</b> For example, winter is the vegetable season in Taiwan, produces including Taiwanese celeries, lettuces, and</li> </ul>

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	<p>faces is that the imported vegetables may be deteriorated during the transportation process. Sometimes <b>the portion damaged can be high.</b></p> <ul style="list-style-type: none"> <li>Hypermarket's imported vegetables are much cheaper than traditional markets, due to the large scale of inventory. We negotiate a deal with the importers and design promotions</li> </ul>	<p>cabbage from Vietnam and Korea, but neither was well-received.</p> <ul style="list-style-type: none"> <li><b>Present-ability is an important factor.</b> Taiwanese onions are small and ugly looking, while imported ones are large and pretty, and are thus quite well accepted. In cold weather, the Chinese cabbage imported from Korea/Shandong sold well, because it has an excellent look. Those</li> </ul>	<p>vegetables don't sell so well, let alone those imported.</p> <ul style="list-style-type: none"> <li>At PX Mart, consumers buy import vegetables out of curiosity. If they like it, around 2/3 of their vegetable purchase will be with local products, and 1/3 will shift to imports.</li> <li>Taiwan is a subtropical country without winter fruit produces. Fruits would</li> </ul>	<p>Chinese cabbage.</p> <p><b>Whilst winter is the major yield of local vegetables in massive quantities, spring and summer will rely on imports to support.</b> Before autumn time, such as from May to September, western celery, imported lettuces, and romaine lettuces must be imported to supply the needs.</p>

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	<p>around it.</p> <p>Hypermarkets have more competitive pricing than elsewhere.</p> <ul style="list-style-type: none"> <li>Imported veg/fruits are controlled by the suppliers; they import by evaluating harvest availabilities of local produces. When an item is in season in Taiwan, suppliers would not import.</li> </ul> <p>Hence we retailers would not have any imported sources to</p>	<p>grown in Japan are even nicer looking and better-received.</p> <p>Taiwan's local produce hasn't got the appearance.</p>	<p>be imported during the winter season, such as apples from the US, Japan, or France.</p>	<ul style="list-style-type: none"> <li><b>There is no time clash</b>, because <b>the distributions of the produces rotate by season</b>. For example, in January, Kiwifruits would be supplied from Italy or France, but from May to October, they are sourced from the southern hemisphere, from New Zealand.</li> <li><b>Usually import vegetables do not have price</b></li> </ul>

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	sell; in this case, we just sell what's available and grown in Taiwan.			<b>competitions with the local's because there aren't other options to compare with at the time. They are the only choice given to consumers.</b>

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<p>From a branch store perspective, what is your thought on veg/fruits from various countries, such as Australia, US, New Zealand, Japan...?</p> <p>- What is your thought on vegetables from Australia? Do they have potentials? How well do consumers accept them?</p> <p>- What are the key focuses for vegetables coming from Australia?</p> <p>- What types of promotions might have</p>	<ul style="list-style-type: none"> <li>• <b>Consumers tend to have a better impression toward Australia compared to US or China.</b> It is believed Australian fresh produces have more strict control, including beef. Consumers <b>have a relatively high trust in Australian products.</b> If both Taiwanese and Australian products are present in store, I believe consumers</li> </ul>	<ul style="list-style-type: none"> <li>• Aussie veg/fruits <b>do have a chance</b>, but only if consumers are educated. Australia has plenty of outstanding fresh produces that are only available there. We don't have much coming from Australia, and some things aren't even available in Taiwan. Aussie vegetables can start from items that are more well-known to the</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Not so many new vegetables are introduced to Taiwan. The supermarkets has stayed with the same routine for a long time</b>, there is little need for anything new. Before, leafy vegetables from US and Japan were imported, but because of the local diet habits, the importers rather carry in small number. They don't mind buying</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Origin is not the point, price is.</b> Australian imports tend to be slightly more expensive. The Sunkist oranges from Australia were more costly than those from South Africa; each orange also turned out to be smaller. At the end, we pulled it out of our offering. Both countries belong to southern hemisphere, and the harvest times are about</li> </ul>

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better success for Australian fresh produces, in terms of in-store display, store campaigns, communication materials, supports from the supplier/ distributor...etc?	would still prioritize local ones, because they are <b>fresh and cheap</b> . However, summer would be an entry opportunity for Aussie products. <ul style="list-style-type: none"> <li>Overall, <b>there is still an unfamiliar feeling toward Aussie fresh produces</b>. At start it might be somewhat difficult, because most people are accustomed to Taiwanese or US</li> </ul>	local consumers for testing and education. I think there is potential. <ul style="list-style-type: none"> <li>Take Australian beef for instance: in the past, Taiwanese people didn't have positive impressions of Aussie beef. US beef dominated the market. When Aussie beef was introduced, the association provided <b>recipes</b> and <b>brought in professionals</b> to</li> </ul>	a small batch just to add something new. If unsold, they will also be the ones to bear consequences. <ul style="list-style-type: none"> <li>Consumers may give it a try at start. If the <b>mouthfeel is fine, they would continue buying</b>. 2/3 of their vegetable purchases may be for local produces, while 1/3 may shift to imported items. For new vegetable items</li> </ul>	the same. In this case, Aussie Sunkist oranges weren't as competitive. It's not about us being reluctant to sell it; <b>consumers eliminate this off their choices</b> . <ul style="list-style-type: none"> <li>A small portion of customers would buy quality products at higher costs, but only very few would do so. We are a hypermarket, not a premium supermarket like JASONS or city'super.</li> </ul>

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	<p>products.</p> <ul style="list-style-type: none"> <li>Aussie vegetables needs to start from <b>trial sample offering and introductions in-store</b> to increase the general familiarity. In terms of fresh produce, to reach success, <b>the quality and the pricing must be competitive</b> to start with. Complete with sampling and marketing activities, there can still be a chance.</li> </ul>	<p>show how the meat should be cut or cooked. They provided <b>videos, TV, footages.</b> Their education effort was fruitful: consumers learned that Aussie beef is also great and tasty.</p> <ul style="list-style-type: none"> <li>For Aussie vegetables, consumers need to be educated, starting with where it comes from.</li> </ul> <p><b>Emphasize in the communication that it</b></p>	<p>importing, <b>the profit between the retailers and the importers should surpass the market needs.</b> The importer must be given enough profit to increase their interest to introduce a product. Consumer needs come in second in this case.</p> <ul style="list-style-type: none"> <li>If the Australian government is willing to launch the program without too much concern over costs, I</li> </ul>	<p>Maybe they are able to sell, because their <b>customer base is different.</b> However, <b>our shoppers aren't like theirs.</b> Maybe they exist, but the number is small.</p> <ul style="list-style-type: none"> <li><b>US is a major source for imported vegetables; very few comes from Australia.</b></li> </ul> <p>Last year we sold Argentinian and Spanish garlics. The sales were quite alright,</p>

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		<b>is from Australia</b> so that they will remember the country. The display materials should also make this point clear, so that consumers would remember “it is a broccoli from Australia”. With <b>food samples available</b> on the spot, they will remember it is broccoli from Australia.	think there would be a chance. However, if nothing gets sold, those deteriorated or rotted would have to be scrapped. They should be prepared that at start, 3/4 will go into waste. But if they can stay dedicated, I am certainly positive about it.	because no garlics were available during those times.
From a branch store perspective, what is your thought on vegetables	<ul style="list-style-type: none"> <li>Other than the <b>pricing advantage</b>, the <b>wide offering</b> makes</li> </ul>	<ul style="list-style-type: none"> <li><b>For qualities of fresh produces</b>, we are more competitive</li> </ul>	<ul style="list-style-type: none"> <li>Our competitiveness lies in <b>hygiene, cleanliness,</b></li> </ul>	<ul style="list-style-type: none"> <li>Hypermarkets <b>have more comprehensive</b></li> </ul>

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sold in <b>traditional markets</b> vs. <b>modern channels</b> ? What are the advantages/weaknesses?	<p>one-stop shopping possible for consumers. Because of the prices are negotiated in advance with the suppliers, the cost will not get volatile even during the typhoon weather. That's why people swarm to hypermarkets during typhoon, for the stable costs.</p> <ul style="list-style-type: none"> <li>Traditional markets have an unbeatable friendliness: consumers</li> </ul>	<p>than traditional markets. We offer cheaper prices as well as more varieties.</p> <ul style="list-style-type: none"> <li>Our environment is tidier than traditional markets, no raw smells or flies. We are here to look out for consumers; quality is never a question.</li> <li>In terms of shortages, our services are not as passionate or friendly as traditional markets.</li> </ul>	<p><b>safety, and prices that are more stable than the traditional markets.</b></p> <ul style="list-style-type: none"> <li><b>Communicating the safety of the veg/fruits:</b> across various spots in a hypermarket, we have signboards describing how we provide chemical tests and find suppliers, as well as information explaining the background of individual farmers.</li> </ul>	<p><b>offerings beyond the veg/fruit.</b> That's why <b>it's easier to attract shoppers.</b> What cannot be sold in traditional markets are made available here. Because of the quantity we carry for the import items, we are able to sell at lower prices, such as for apples and grapes.</p> <ul style="list-style-type: none"> <li><b>For fresh vegetables, traditional markets</b></li> </ul>

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	get free green onions, chill peppers, and gingers for free when they buy vegetables.		They are made into posters and printed in the pamphlet.	<b>tend to do better than us.</b> They obtain from wholesaler early in the morning. At our end, when we place an order, the supplier would prepare and pack in the afternoon, and only deliver the next day. There is a time lapse in between. Additionally, because we keep a large amount of inventory, sometimes, good stay refrigerated for 1 or 2

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				<p>days. Hence our quality may be affected.</p> <ul style="list-style-type: none"> <li>The display area at the shop floor is big, but there may only be 1 or 2 workers <b>who are unable to always manage the display.</b> They couldn't always maintain the neatness or</li> <li>The <b>friendliness and expertise at hypermarkets aren't comparable to traditional markets:</b></li> </ul>

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				<p>the staff does not initiate conversations with customers, nor do they have the same professional knowledge as vegetable sellers in markets.</p> <ul style="list-style-type: none"> <li>• Seasonal produces <b>aren't timely enough</b>: since there is an internal process requiring preparation time, the traditional market tends to act faster than we do. We are usually 1 or 2 days</li> </ul>

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				behind.
<p>Please share with us examples where import fresh produces were successful?</p> <ul style="list-style-type: none"> <li>- Supports from supplier/distributor? (funded by Washington Apple Commission)</li> <li>- The packaging/ size/ pricing range?</li> <li>- In-store display?</li> <li>- Store campaigns?</li> <li>- Communication materials?</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Aomori apple promotions from Japan:</b> the apple association from Aomori Japan commissioned suppliers to hold activities in branch stores chosen. They are willing to spend somewhere between \$100K to \$300K for each session held. We recently held a large</li> </ul>	<ul style="list-style-type: none"> <li>• The promotion of Japanese onions: they are more expensive than US onions, which cost only \$15/onion. We chilled the Japanese onions and made them into salads for sampling; they sold really well!</li> <li>• Hualien Black Son in-law Watermelons: our company brought journalists to visit</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Australian kiwifruit:</b> over the last few years, there have been promotional efforts whenever season starts.</li> <li>• <b>Australian Kiwifruit Commission,</b> a semi government-owned structure, would make advertisements. The marketing company for Kiwi is a Taiwanese company receiving</li> </ul>	<ul style="list-style-type: none"> <li>• Each fresh produce origins has an association to provide support during promotions: for example,</li> <li>• Potato Association of America, US Grape Association, and Kiwifruit Association... usually they provide funding and have local marketing companies in Taiwan organized</li> </ul>

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	<p>event, where RT Mart offered a spot and <b>invited a performance group, along with Miss Apple and mayor from Aomori.</b></p> <ul style="list-style-type: none"> <li>New Zealand Kiwifruit: when the season starts, there are 2 promotional girls on site to offer samples. Customers who purchase over 200 kiwis receive a gift. The activity continues until the kiwi season ends.</li> </ul>	<p>farmers. In the shop, we had <b>TV screens</b> showing the <b>certificates of origin and growth</b> and <b>photos of farmers.</b> At start we couldn't sell complete watermelons. Then we decided to <b>offer samples to customers</b> and sold watermelons by <b>quartered portions.</b> Consumers know their stuff. After comparison and realizing the taste</p>	<p>Australian funding. They sell so well because there is a local marketing company doing it for them. They are doing a great job. Another thing is that once the season commences, they <b>put up posters and TVCs that are funded by official sources of New Zealand.</b> They provide this to our company, offering posters or display</p>	<p>events. Either the associations or the companies would get in touch with head offices of different channels, and work out which branch store the event should be held.</p> <ul style="list-style-type: none"> <li>Stores tend to provide better display spots. For example, most visible areas, ie. on the main isle, specified shelf. Customers can easily see and purchase.</li> </ul>

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		<p>proves to be better, good quality definitely beats pricing. At end, we sold them all.</p> <ul style="list-style-type: none"> <li>• Yellow okra: consumers must be educated. Information can be made available on the shop floor, but not too wordy, covering <b>the nutrition value and how to prepare.</b> The <b>floor staff also need to be taught how to pass on knowledge</b> to</li> </ul>	<p>materials with quantities that match our needs.</p>	<ul style="list-style-type: none"> <li>• In-store promotions <ul style="list-style-type: none"> <li>■ Activities that engage consumers, i.e. Potato hoop games, points accumulated can be redeemed for potatoes.</li> <li>■ Sampling events held by marketing companies; free gift-giveaways</li> <li>■ Display materials/decorations: banner, balls, or posters specifying “US</li> </ul> </li> </ul>

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		consumers. They have to be educated in order to feel confident in telling it to customers, such as okra nourishes the stomach according to Chinese medicine.		Potatoes”, complete with nicely design graphic info and nutrition facts.
From a store branch perspective, what is your thought on introducing new veg/fruits?	<ul style="list-style-type: none"> <li>At a sales outlet, we welcome activities like this, because they always generate interests to buy. These activities <b>also boost the vibes</b> in the stores. At each branch store,</li> </ul>	-	-	<ul style="list-style-type: none"> <li>We are certainly very positive about in-store events, because they can bring <b>customer influx</b>. We pretty much welcome any event. Of course, this also promotes</li> </ul>

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	<p>the most we do is hold sampling events, which are done every day. Activities held by associations focusing on their products represent a different effect.</p> <ul style="list-style-type: none"> <li>• Consumers feel fresh when there are activities. They step inside and feel something new. Getting gifts or have food samples bring them a fresh feeling.</li> </ul>			<p>better knowledge among customers.</p>

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<p>Next, I'd like to understand <b>what your perspectives are</b> for the following types of veg/fruits, and how they should be introduced in your channel</p> <ul style="list-style-type: none"> <li>- How do consumers feel about ____? How would they choose?</li> <li>- The market potentials of ____ (please evaluate by the appearance and the current packaging)</li> <li>- What season should ____ be introduced? (when Taiwan's local produce are unavailable)</li> <li>- Recommended packaging type and pack size for ____</li> <li>- The acceptable pricing range for ____</li> <li>- The promotional methods for ____: in-store activities, communication materials, in-store display</li> </ul>				
1. Packaged salad-The Spinach-Baby Leaf	<ul style="list-style-type: none"> <li>• US spinach was available before: they look shorter, and <b>have inferior tastes to ones grown locally</b>, but at <b>higher prices</b>. The taste was not accepted,</li> </ul>	<ul style="list-style-type: none"> <li>• Boxed salads <b>have potentials; they are growing steadily</b>: it's something we eat when we are in a different country. People are not</li> </ul>	<ul style="list-style-type: none"> <li>• They are a little rare in Taiwan, and hence <b>they tend to be bought out of curiosity</b>. The first week would sell really well, but have little</li> </ul>	<ul style="list-style-type: none"> <li>• Packed salads are somewhat difficult in hypermarkets: <ul style="list-style-type: none"> <li>■ High pricing: because the items are transported by air, the high costs causes high</li> </ul> </li> </ul>

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	unable to meet general expectations. They didn't sell so well.	unfamiliar with it. However, they just don't sell as well as leafy vegetables. Consumers lack of awareness is due to insufficient education. We have to <b>educate consumers how to prepare salads in order for them to</b>	sales during the 2 <sup>nd</sup> week. By week 3, the sales volume will somehow stabilize. This is a typical pattern. • <b>Food samples are the fastest and most effective ways:</b> the sales tend to get very good when food samples are available.	pricing, and thus lacks competitiveness. ■ Hypermarket consumer's eating habit: shoppers tend to be aged 40+, salads are not part of their regular diet. • Premium supermarkets in downtown areas, such as Jason's or Citysuper, are more likely to have shoppers aged 25-40, who tend to have a stronger
2. Packaged salad-red lettuce	<ul style="list-style-type: none"> <li>Most of the lettuces are imported from the US. The mouthfeel is better. Locally grown ones</li> </ul>	<b>learn to eat it.</b> This product has great potentials as long as there is education. <ul style="list-style-type: none"> <li>The box size is too</li> </ul>	<ul style="list-style-type: none"> <li>This achieves some sales, <b>but only limited to certain group.</b> When we launched this in PX</li> </ul>	
3. Packaged salad-green lettuce				

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	<p>have an earthy taste and rougher fibers; whereas the imported ones are sweeter, with more delicate textures. Consumers tend to prefer those imported.</p> <ul style="list-style-type: none"> <li>• There is a downside of the imported ones: lettuces have higher water content. Often a batch would have rotten ones, which had to be screened out.</li> </ul>	<p>big; a salad prepared at home wouldn't be that big. From the store perspective, I find the portion too much.</p>	<p>Mart, we called it "cut vegetables", which are mainly featured in summer time. The sales are lower during colder seasons.</p> <ul style="list-style-type: none"> <li>• <b>The current packaging is accepted by very few:</b> due to the food safety concerns over the past few years, consumers rather not have packs that are not made fully transparent; the current packaging covers some</li> </ul>	<p>acceptance and awareness toward salads.</p> <ul style="list-style-type: none"> <li>• Red/green lettuces are also grown locally, and consumers <b>have limited familiarities.</b> Most salads consumed mainly comprise iceberg lettuces or romaine lettuces. Consumers aren't particular about whether to have red lettuce or green leaf. It is recommended that</li> </ul>

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			<p>of the vegetables inside. Complete transparency is preferred.</p> <ul style="list-style-type: none"> <li>(Showing photos of Queensland salad packs) A pack like this at around 350g is priced NTD\$40-\$50 in PX Mart</li> </ul>	<p>more sampling events be held, but not in hypermarkets.</p>
4. Broccoli	<ul style="list-style-type: none"> <li>Imported products are largely depended on during summer time; broccolis are the major ones.</li> <li>Freshness;</li> </ul>	<ul style="list-style-type: none"> <li>Broccolis are a very mature category, which is a key item, they are also a guarantee to the sales performances. US</li> </ul>	<ul style="list-style-type: none"> <li>Green broccolis are easy to sell; nutritionists also recommended them for the nutrition values.</li> </ul> <p><b>Regardless of origin,</b></p>	<ul style="list-style-type: none"> <li><b>The florets must be fine and tight:</b> a broccoli losing freshness tend to turn yellow at florets, or that the stems would get</li> </ul>

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	<p>consumers want their broccolis to be green, even the flowers. Those that turned yellow or had darkened stems will be rejected by our store.</p> <ul style="list-style-type: none"> <li>Consumers are used to US broccolis. Aussie ones will need to start from sampling and introductions provided inside stores in order establish familiarity. Of course, the quality and price</li> </ul>	<p>broccolis are widely accepted by Taiwanese people. Generally, the origins of broccolis don't really matter.</p> <ul style="list-style-type: none"> <li>Provide <b>videos showing from the harvest to air shipping, and photos of farmers</b> (a concept of certified vegetables)</li> <li>Emphasize "air-shipped upon ripe; not matured during sea freight; as tasty as they are while in Australia.</li> </ul>	<p><b>broccolis will sell well; Taiwan consumers don't care about which country their broccolis come from.</b> They are only concerned if it has turned yellow or old.</p> <ul style="list-style-type: none"> <li><b>Smaller buds on the flower head are preferred;</b> because large ones are rougher. They want the surface grains to be finer, smaller. Within a given area, they prefer to</li> </ul>	<p>oxidized and turn dark. Because only the florets are eaten, the size matters. <b>Long stems</b> are unwanted. Usually consumers would prefer to have the stem cut, leaving a portion that is not too long. The overall size is unimportant, but the weight of each portion sold matters more. For example, 200g – 230g per broccoli.</p> <ul style="list-style-type: none"> <li>(Showing</li> </ul>

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	must be competitive to start with in order for these events to reach success.	<ul style="list-style-type: none"> <li>■ Explain advantages in comparison to usual US broccolis.</li> </ul>	<p>have more grains; the smaller ones tend to be chosen.</p> <ul style="list-style-type: none"> <li>• (Showing Queensland broccoli photos) A broccoli like this is priced around <b>\$40</b> NTD.</li> </ul>	<p>Queensland broccoli photos) <b>The florets are finer, but not very dense.</b> During the season when locally grown vegetables are absent, the Queensland broccoli may have some ground. However, if the price is not as competitive as those from the US, no importers would be interested in carrying.</p> <ul style="list-style-type: none"> <li>• At the moment,</li> </ul>

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				locally grown broccoli is about NTD\$25, and imported ones are around NTD\$40. It really depends on the supply and demand; 2 years ago when US was hit by the heat wave, the broccoli quality was affected. Small quantity results in high pricing.
5. Chinese lettuce	<ul style="list-style-type: none"> <li>• <b>Korean Shandong Chinese lettuces</b> are the main ones imported.</li> </ul>	<ul style="list-style-type: none"> <li>• When <b>the weather is cold, Korean Shandong Chinese lettuce are</b></li> </ul>	<ul style="list-style-type: none"> <li>• Due to the natural disasters, there aren't a lot coming from ones grown locally. These</li> </ul>	<ul style="list-style-type: none"> <li>• Taiwanese people rarely buy Japanese grown Chinese lettuces; usually those</li> </ul>

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	<p>Because of their climate, the tastes are better than those from Taiwan. In December, locally grown ones are in harvest. Korean imports tend to be put on market during summer time, when no local Chinese lettuce is available.</p> <ul style="list-style-type: none"> <li>• Korean ones have softer fibers; they are also tastier; whereas Taiwanese ones tend to have rougher fibers.</li> </ul>	<p><b>introduced; they sell really well.</b> The appearance is also presentable. Those from Japan are even nicer looking. They sell better, too.</p> <ul style="list-style-type: none"> <li>• Chinese lettuces tend to be used in hot pots; we have sold ones from Korean and Japan, which were well-received. They look really good, and have excellent qualities, too.</li> </ul>	<p>days, the ones imported tend to come from Korea and China. In November and December, when the season shifts from autumn to winter, vegetables are available in China and Korea because their altitude is higher. This is when they are imported to Taiwan. Since this is the only vegetable available to consumers, they aren't</p>	<p>grown locally or the ones from Korea are sold. Korean ones are sold between September and November; when this ends, Taiwanese ones reach harvest until March. Between April to September, no Chinese lettuces are available; there is no imported ones, either.</p> <ul style="list-style-type: none"> <li>• The Korean grown Chinese lettuces are around NTD\$99-\$109,</li> </ul>

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	<p>The Korean ones are well-accepted. However, pricing also matters. When each head's pricing surges over \$100 NT, consumers are put off.</p> <ul style="list-style-type: none"> <li>Australian Chinese lettuce must go by the right season; they may be competitive in the summer time. In winter, the price and quality will have to be right.</li> </ul>	<ul style="list-style-type: none"> <li><b>Imported lettuces have an opportunity:</b> the quality is not stable among those grown locally. They can go good and bad. Australian ones have a chance, but there needs to be efforts in educating consumers. Pricing also matters: if prices turn out to be higher than those from US or Taiwan, it doesn't have much competitiveness.</li> </ul>	<p>picky on the origin.</p> <ul style="list-style-type: none"> <li>When it was first introduced to Taiwan, the locally grown ones weren't in harvest yet. Imported ones can be sold up to \$200 NTD per head. When locally grown Chinese lettuces became available, the pricing of the imported ones began to fall, down to \$85 to \$130/head. Due to influences from Korean drama, the sales of</li> </ul>	<p>at highest, \$139, and lowest, \$95.</p> <ul style="list-style-type: none"> <li>The outermost surface of a Chinese lettuce must be a crisp green; it's better to keep all the surface leaves to make the size appear larger. These leaves also help to protect the interior. Yellow leaves must be picked off to keep the look tidy.</li> <li>(Showing photos of Chinese lettuces</li> </ul>

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			<p>Chinese lettuces saw growth. They are mainly used for hotpots or made into pickles.</p> <ul style="list-style-type: none"> <li>(Showing photos of Chinese lettuces from Queensland) This would be priced around \$130/head in PX Mart. Because it's imported, there isn't much to do in terms of price control; they tend to be priced around over \$100.</li> </ul>	<p>from Queensland) This is not so different from those from Taiwan or Korea. Whether it's Aussie or not, hypermarket consumers tend to choose by price. However, there might be uncertainties about buying because of the <b>lack of familiarity toward Aussie grown Chinese lettuces</b>. In a situation like this, <b>samples and</b></p>

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				<b>communication efforts in a store</b> are important. <b>Recipes</b> must be made available to educate people how to turn it into a dish, or what other ingredients to use together to make the dish tasty.
6. purple cabbage	<ul style="list-style-type: none"> <li>For Taiwanese diet, this is considered a side; it is used for garnish and very little is sold.</li> <li>It's cut up and sold</li> </ul>	<ul style="list-style-type: none"> <li>Purple cabbages are considered a very mature category.</li> <li>They are sold without dedicated packaging in stores, cut</li> </ul>	<ul style="list-style-type: none"> <li>This is purchased <b>by a small group</b>, mostly by the western restaurants nearby the store. Ordinary consumers do not have</li> </ul>	<ul style="list-style-type: none"> <li>Usually they are bought to make salads; not that many people actually cook it; the amount needed tends to be small. <b>It's</b></li> </ul>

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	in quartered portions; they are wrapped in plastic films and sold in small portions.	into small or big portions for sale. The overall sales aren't huge, because the taste is bitter.	the needs to garnish a dish. Sales and packaging really depends on the surrounding customer groups in the nearby areas. <ul style="list-style-type: none"> <li>We sold by a <b>complete head</b>, because once cut open, the color changes, and we couldn't sell them.</li> </ul>	<b>purchased by very few people.</b> We only sell about 1 or 2 kilos a day. Each day we sell about one head, one and half, or up to two. The price per kilo is about NTD80; the pricing is very stable. <ul style="list-style-type: none"> <li>Because the low sales volume; the supplier are uninterested to carry them in bulks.</li> </ul>

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7. celery	<ul style="list-style-type: none"> <li>Imported celeries are nicer tasting, thicker in texture. Taiwanese ones are thin, with rough fibers. Actually, the celery season is not very long in Taiwan. Mostly those imported from the US are sold; the American ones have a thicker texture.</li> <li>Taiwanese people do not eat so much of US celeries; <b>I've noticed the demand</b></li> </ul>	-	<ul style="list-style-type: none"> <li><b>These days, US and Australian celeries are sold:</b> because of the fibers are really thick, only very few people would buy it for juice blends. It's an occasional home dish. The demand remains, at a stable level, but no in huge volume.</li> <li><b>Sales may vary by branch store:</b> some shops sell so little that they do not</li> </ul>	<ul style="list-style-type: none"> <li><b>US imported celeries</b> are the main ones sold in the market, at an average price of NTD\$39-\$45. Those from Queensland do not appear to be that different from those from the US. At the end, pricing is the most important factor. If Aussie ones turn out to be cheaper, consumers would prefer to choose them.</li> </ul>

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	<p><b>is going down;</b> because of the mouth feel, the needs are dropping.</p>		<p>even finish their inventory, i.e. residential areas. The troublesome preparatory work makes preparing celery a put off for housewives. Urban areas with more western influences, or restaurant areas close to schools tend to have bigger demand.</p> <ul style="list-style-type: none"> <li>(Showing photos of Queensland celeries) <b>The leaves</b></li> </ul>	<ul style="list-style-type: none"> <li>Fresh celeries usually come <b>with leaves</b>, wither in Taiwan, US, or Australia. Those imported from US look identical as those from Australia, with leaves. The parts on a celery get cut shorter over the time it stays in the inventory. Those with leaves cut off are considered secondary grade on clearance, completely lacking</li> </ul>

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			<p><b>on the celery must be kept</b> in order to help judge its freshness. Cut celeries aren't suited for consumption. <b>The all-transparent bag is excellent.</b> US celeries come in bags designed with colored areas covering views here and there. Consumers do not like it when an opaque design makes it impossible to see inside.</p>	<p>presentability.</p> <ul style="list-style-type: none"> <li>• Consumers tend to choose <b>those with crisp green leaves with nothing turned yellow</b>, no yellow spots on the stem, and those do not show anything watery or rotten at the root. <b>Best if the packaging is fully transparent;</b> consumers prefer to see what's inside.</li> </ul>

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8. brown onion	<ul style="list-style-type: none"> <li>For packaging, unpacked piles of potatoes are preferred, because this means the price is cheaper. Some prefer to have bagged ones, because selecting from the pile can get messy. For those who prefer bags, 3/bag at 600g is just right.</li> </ul>	<ul style="list-style-type: none"> <li>Taiwanese onions are sweet in taste but bear an unimpressive look; they tend to be small and ugly, whereas imported ones are big, round, pretty, and thus well accepted. It really depends; however, consumers aren't particular about choosing a specific</li> </ul>	<ul style="list-style-type: none"> <li>White onions and purple ones have average sale. There is no strong demand for them. Most people buy regular brown onions, because they are transparent, leaving other ingredients in a dish to stay in their original colors, but flavored with an onion</li> </ul>	<ul style="list-style-type: none"> <li>Imported onions mostly come from the US or New Zealand. NZ onions are liked for the clean surface.</li> <li>Usually individual ones placed in piles are easier to sell, but under specifications. Generally, a 220g sells best for being a right size and price. Brown</li> </ul>
9. white onion				

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10. purple onion	<ul style="list-style-type: none"> <li>The shape shouldn't look crooked; consumers prefer <b>ones with pretty appearances. Soft onions</b> are perceived to be not fresh. When either end feels soft, it means it's rotten at the core. Usually, softness is caused by clash and damage. Moreover, dark, moldy spots on the surface are unwanted.</li> <li>Most people buy</li> </ul>	<p>origin when buying onions.</p> <ul style="list-style-type: none"> <li>Purple onions aren't common in Taiwanese dishes; consumers have to educate on how to cook it and their nutrition value.</li> <li>They are mostly displayed in piles; bagged products have to be cheaper than those from piles. Overall, bagged products sold better</li> </ul>	<p>taste to excite the taste buds. However, purple onions would turn the entire dish purple. They are used as salad garnish. Both white and purple onions only serve to adorn dishes.</p> <ul style="list-style-type: none"> <li>(Showing photos of Queensland onions in bags) 5-6 onions per bag are too many. Right now PX Mart sells bags with just two or three, or a bag with all 3 colors of onions.</li> </ul>	<p>onions are about NTD\$5-\$8 each, and purple ones are about NTD\$20-\$24 each. White ones are priced at \$NTD\$16-29/onion. Queensland onions must beat NZ and US ones in price, or that the taste must be outstanding. Sampling events should be held to inform consumers.</p> <ul style="list-style-type: none"> <li><b>Purple and white onions aren't sold in bags</b>, because</li> </ul>

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	<p>brown onions; purple and white ones are mostly used as a dish garnish. Not that many are sold. Families may buy 1 or 2 out of curiosity.</p> <ul style="list-style-type: none"> <li>Those grown in Taiwan have a different taste from those from the US. The fibers of Taiwanese grown onions are softer and the taste is sweeter. Some prefer US imports, because they</li> </ul>	<p>because they are cheaper. A bag of 4 would be priced at \$55; whereas an individual one from the pile costs \$15, meaning buying 4 would cost \$60.</p>	<ul style="list-style-type: none"> <li>When bags don't sell well, we unpack them and display them in piles.</li> </ul>	<p>consumers rarely buy them; if needed; only 1 is bought. Most people tend to stay with brown onions. Displaying in piles allowing customers to pick is the best way to boost and achieve high sales.</p> <ul style="list-style-type: none"> <li>Between Taiwanese and imported onions, Taiwanese ones are still preferred because it's not as strong. When local produces are in</li> </ul>

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	<p>are crispier.</p> <ul style="list-style-type: none"> <li>• <b>Imported onions tend to undergo a dryness process,</b> that's why the surface is dryer than the locally grown ones.</li> </ul> <p>Furthermore, inside a big bag of imported onions, when there is damage, causing the fluid to come out, the onion will get moldy inside the container.</p> <p>These must be screened out, same for</p>			<p>season, between February and May, we tend to leave out the imported ones.</p> <ul style="list-style-type: none"> <li>• The lines on onion skins need to be visible, with no flaking.</li> </ul> <p>An onion must look <b>complete, with nothing flaky or moldy.</b> To sell onions in bags, there must be any shredded skin. Broken skin pieces indicate that the onions have lost the</p>

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	<p>the onions with sprouts.</p> <ul style="list-style-type: none"> <li>• During harvest time of Taiwanese onions, we don't sell the US imported ones. In the shop, there would be occasions where we keep a small area for bagged onions from the US, while leaving locally grown onions in large piles.</li> </ul>			freshness.
11. Fresh fruit juice (not a part of main dealing of the respondents; limited info)	<ul style="list-style-type: none"> <li>• This is a part of the beverage department's scope, not the respondent's.</li> </ul>	<ul style="list-style-type: none"> <li>• The juice market has decreased a lot. A lot of imported brands don't sell so well, such</li> </ul>	No imported juices are offered instore; the questions is not part of the respondent's work	The questions is not part of the respondent's work scope; no comment.

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	<ul style="list-style-type: none"> <li>Health consideration: as long as it is 100%, consumers are willing to purchase, especially for those living in Taipei. They believe in “you get what you pay for”.</li> <li>Juices with a health orientation have better opportunities: ex. Pomegranate and cranberries, etc, promote better heart or cardiovascular</li> </ul>	<p>as Ceres. The only 100% juice that sold alright was Japan’s Aomori apple juice. It has maintained a great image, along its long history.</p> <ul style="list-style-type: none"> <li>Adopt the <b>relevance display approach</b>, ie. place apple juice near the apple areas; this would promote the sales.</li> </ul>	scope; no comment.	

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	functions.			
12. Nuts (not a part of main dealing of the respondents; limited info)	<ul style="list-style-type: none"> <li>Taiwan's nuts distribution mostly comes from imports. While the general health consciousness is growing, there is a growing demand.</li> <li><b>The pack size shouldn't be too big</b>, ideally about 300g or 450g per pack. It's difficult to finish a large portion within a short time, and opening of the lids will cause air</li> </ul>	<ul style="list-style-type: none"> <li>This category is popular these days. Imported nuts have a huge market here. Most of the imported nuts are unflavored. This is a trend now, consumers are taught that nuts are good for the body. They are healthy and should be consumed more.</li> <li>Taiwanese people used to prefer flavored nuts, because they are</li> </ul>	Not a part of the respondent's work scope; no comment.	Not a part of the respondent's work scope; no comment.

	Manager/dept. of fresh fruit and vegetable / RT-MART Ms. Kuo	Store manager/ Carrefour-Ilan branch/ Ms.Lin	Manager/dept. of fresh fruit and vegetable / PX mart Mr. Chang	Store manager/ dept. of fresh fruit and vegetable/ RT-MART Mr. Tseng
	<p>exposure and oxidation.</p> <ul style="list-style-type: none"> <li>At the moment we import walnuts, which are somewhat considered a rare category in Taiwan. There would be an opportunity for this. Consumers tend to purchase mixed nuts, comprising cashews, almonds, nuts, and etc in one.</li> </ul>	<p>sweet and aromatic; now consumers have made changes and prefer to stay with unflavored ones.</p> <ul style="list-style-type: none"> <li>In comparison to chopped nuts, the <b>complete ones offer better bite sensations.</b> Mixed nuts or single types each has their fans.</li> </ul>		

## 6.2 How to Successfully Launch Agricultural Products in Taiwan

### 6.2.1 Point of sale campaigns

The first aspect of tips to successfully launch or promote agricultural products in Taiwan is the point of sale campaign. **It is important to hold special events when** launching the **product** with attractions emphasizing the **product origin** to catch consumers' attention in the store.

Meanwhile, **product trials to demonstrate** both the preparation process and delicious tastes of horticultural products are a reliable way, too.

### 6.2.2 Displays & POSM

The second aspect of tips to successfully launch or promote agricultural products in Taiwan is the point of sale campaign.

**6.2.2a** Provide **wide in-store displays** to maximize the product exposure whilst emphasizing on the importance the product.

**6.2.2b** Place **posters, videos, flags, booths** or similar materials in the entire area for better promoting to draw attention.

## 6.3 Communication Contents

For **communication** materials, **the interviewees also give suggestions** as follows:

**6.3.1a Deliver product traceability information:** The information could be related to the product source, amendments, and storage conditions. This may include showing the farms, farmers, suppliers and retailers, so that to deliver the impression on the high-quality agricultural practices in Australia.

**6.3.1b Provide appealing product introductions** by offering recipes or preparation instructions, so that to demonstrate the product advantages.

**6.3.1c Address more** on information-oriented **facts/ indicators** of the good products to amplify the product benefits.

## Chapter 7 Conclusions and Recommendations

For the way to introduce and promote horticultural products in Taiwan, the summary of recommendations is as follows:

### 7.1 Freshness, Appearance, and Quality

When it comes to horticultural products, the key is freshness. More specifically, **freshness equals to quality**, which mostly relies **on the appearance**.

#### 7.1.a The quality of horticultural products is highly valued by consumers.

Taiwanese consumers tend to cook healthily via **servicing real foods** and **simple processes of cooking with less salt and oil**. This means that **the quality of horticultural products**, especially their **freshness**, is highly valued by consumers.

Therefore, **freshness** is the key consideration when purchasing **horticulture products**; **appearance**, to be more specific, comes as the first indicator.

On the other hand, when speaking of the **origin**, domestic **seasonal vegetables** come in first. Imported vegetables are solutions provided by the channels when there is no production locally. Therefore, **the country of origin is yet to be taken** as a consideration, too.

#### 7.1b Buyers at the retailer's head office get to decide if Australian horticulture products are with outstanding quality

Decisions of vegetable product imports are held by the retailers and suppliers both; this means that consumers are somehow forced to accept the vegetables offered by the retailers without other options.

In other words, it is **the buyers at the retailer's head office** that decide the supplier or country of origin for vegetable import affairs, instead of store managers.

Moreover, being perception-wise is important too. Although **Australian horticulture products** are with low awareness, the origin country, Australia”, is already perceived a **country** producing **horticulture products** with **outstanding quality**, since the impressions on this country mostly relate to **clean environments** and **high standards of quality control**.

However, price premium could be a challenge, as current **horticulture products from Australia do not** outperform existing **competitors**. These competitors include other local and foreign horticultural products, and the competitions take place in looks, preparation (ease of preparation), and tastes. **Some tested products stand good chances** for their overall acceptance, but others **are with barriers to be addressed**.

### 7.3 Recommendations

Recommendations for horticultural products to win in Taiwan are as follows:

#### 7.3.1 Seize the key decision making factor “freshness” when consumers purchase agricultural products:

The key indicator of freshness is the **appearance**, which may link directly to freshness. It is thus important to keep the features for consumers to relate to “freshness” when seeing the appearance. These features may be listed as below:

- **Leaf Vegetables:** Leaf vegetables ought to be with bright green leaves and firm stalks; at the same time, they ought to be **without** dark and bruised patches, as well as yellowing or rotting softness at the bottom.
- **Onions:** Onions ought to be in a firm, bulb and round shape that is usually fist sized; they ought to be **without** dry or peeling skin; nor could they have withered or soft roots.
- **Nuts:** Nuts are expected to be with crunchy mouthfeel, not bitter, and without strong oily smells.
- **Bottled juice:** Juices made from 100 percent of fruit sap whilst containing a short shelf life would sound attractive for consumers.

**7.3.2 A good transporting method which guarantees its freshness** is critical to ensure the quality and the appearance of the product, especially for the packaged salads and onions that may easily rot.

#### **7.4 Introduce the agricultural products with the priority based on their market potential:**

- (1) **Broccoli, green lettuce, Chinese cabbage** and **bottled juice** come in the first priority when introducing, as they perform significantly better than competitors.
- (2) After that, items with the second priority include **baby spinach leaves, red lettuce**, as well as **red and white onions**, which are not commonly used in Taiwanese daily meals.
- (3) **Celery, brown onions** and **red cabbage** may be placed at last, because they do not perform well **in tastes or textures** comparing to **competitors**.
- (4) **Nuts** would be better accepted if the forms, flavors and package designs are adjusted.
- (5) **Introduce the horticulture products** via **leveraging the in-store promotion mechanisms shared by the retailers**.

#### **7.5 Campaigns, trials, as well as displays and POSM**

Developing **campaigns** could **be a good way to help spread the awareness** among **consumers**; **when** launching a **product with an attractive** feature of “**origin**”, it is suggested to **hold special events** to draw consumers’ attention in the store.

**Provide product trials** to demonstrate both the preparation process and delicious tastes of the item; this is another way to trigger consumer trials, and further adopt horticultural products.

When speaking of the **displays & POSM**, **wide in-store displays** would maximize the product exposure whilst emphasizing the importance the

product. Additionally, **placing posters, videos, flags or booths** in the entire area as promotions would also catch consumers' eye.

**Introducing the agricultural products via leveraging in-store promotion mechanism shared by the retailers could be a more efficient and effective way.**

## **7.6 Communication Content**

**To deliver product traceability** information is a good choice to be the communication content. The content may focus on the information of sources, amendments, and storage conditions of the production. This may include showing the farms, farmers, suppliers, and retailers. All contents would make a good start to communicate with consumers about the **high-quality agricultural practices** in Queensland.

Providing **appealing product introductions** through **offering recipes or preparation instructions is also a choice for** demonstrating advantages of the product.

**Address more on information-oriented facts or indicators of the good products**, so that to amplify the product benefits.

## About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA, and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com).